PARKS, RECREATION, AND COMMUNITY ENHANCEMENT COMMITTEE

The Parks, Recreation, and Community Enhancement Committee Meeting was held on April 8, 2013, at 12:03 p.m. with Chairman Bonar presiding. Members present were Mr. Anderson (arrived at 12:12 p.m. and departed at 1:04 p.m.), Mr. Dixon and Mrs. Horsey. Mr. Lewis was absent.

AGENDA ADDITIONS/DELETIONS

By unanimous consent, the agenda was approved as presented.

Review of Revised Active Recreation Plan - Woodmill Apartments

Ms. Janelle Cornwell, City Planner II, reviewed the Revised Active Recreation Plan for Woodmill Apartments. She noted that Woodmill Apartments is not a Planned Neighborhood Development; it is a multi-family residential development, consisting of $14.12862^{+/-}$ acres, located south of Farmview Drive and east of Mifflin Road. She stated that the apartment complex consists of two (2) parcels of land with eight (8) apartment buildings, consisting of a total of 258 units. The property is zoned RG-2 (General Residence Zone). She advised members that the use as garden apartments is a permitted use within the RG-2 zoning district.

Ms. Cornwell advised members that at the time the apartment complex was originally developed, Active Recreation Area was not a requirement. She indicated that the apartment complex was reviewed by the Planning Commission in 1988, 1989, and 1990 and that the swimming pool and clubhouse were added in 2000.

Members were reminded that the requirement for Active Recreation Area under the current Zoning Ordinance is 275 SF per dwelling unit. Based on the 258 dwelling units, 70,950 SF ($1.62879^{+/-}$ acres) of Active Recreation Area is required for the development. There is currently 55,295 SF of Active Recreation Area within the development, which includes a 4,600 SF swimming pool, a 1,800 SF volleyball court, two (2) tennis courts (totaling 13,804 SF), a 2,563 SF playground, and lawn area around the swimming pool, clubhouse, and volleyball and tennis courts.

Ms. Cornwell advised members that the Revised Active Recreation Area Plan indicates that 76,234 SF ($1.75^{+/-}$ acres) of land would be reserved as Active Recreation Area with the elimination of the tennis courts and by creating a park area on the west side of the property. The revision proposes the elimination of the tennis courts on the east side of the property. The clubhouse, swimming pool, and volleyball court on the east side of the property will remain. The revision includes the addition of a picnic table and horseshoe pit on the west side of the property. A play area that contains a playground is located in the area of the proposed horseshoe pit and picnic table. A large lawn area on the west side is central to the revised recreation area.

Ms. Cornwell, stating that the proposal must be considered by the Parks, Recreation, and Community Enhancement Committee for a recommendation prior to by the Planning Commission, reviewed information from the submitted Plan (last updated March 21, 2013).

Mr. Dixon moved to recommend acceptance of the Revised Active Recreation Area Plan for Woodmill Apartments as presented and with the inclusion of staff's comments and recommendations. The motion was seconded by Mrs. Horsey and unanimously carried.

Presentation - Central Delaware Soccer Association

Mr. Brian Ford, President of the Central Delaware Soccer Association (CDSA), introduced Mr. Mike Womer, Vice-President of the CDSA. Mr. Ford began by advising members that there will be a wave of activity coming to the City of Dover and that the CDSA wanted to be sure the City is postured to take advantage of it. They reviewed a presentation entitled "CDSA Soccer Academy - Promoting Today's Teamwork for Tomorrow's Leaders" ***(Attachment #1)***.

Noting that there are multiple sports utilizing the fields at Schutte Park, as well as the general public, Mr. Ford stated that the purpose of the presentation was to examine the space that is available at Schutte Park. He stated that the CDSA has the most kids in a program at that facility and wanted to take the lead and alert the City of the wave of activity that is coming and the demand for the use of the fields. Referring to the presentation, Mr. Ford reviewed some of the schedules and the volume of teams and participants at both the CDSA Park and Schutte Park, noting the revenue that was generated through concessions and referring to revenue that it brings into the City in general through gas purchases, hotel stays, etc. Referring to the presentation, Mr. Ford supported his reference to the potential for revenue by reviewing comparisons with other locations similarly situated to the City of Dover by way of tournaments.

Mr. Ford provided a brief history of the CDSA and advised members that they created a five (5) year strategic plan over a year ago, and that a part of that plan was to get the CDSA to run like a business. He stated that the CDSA has approximately $500,000 worth of value in the Club and that jobs are being created. Mr. Ford referred to the paid positions on page 7 of the Presentation and stated that there have been two (2) additional part-time positions created: Director of Operations, with a salary of $8,000; and Administrative Assistant, with a salary of $6,000.

Mr. Bonar stated that Dover High School will be vacating their current football field and questioned if the CDSA has had any contact with Dover High School regarding the possibility of using that field once it is vacated. Responding, Mr. Ford advised members that the turf field at Dover High School is beyond its lifespan and that within a year or so, it will be in such disrepair that an insurance rider could not be obtained to play on the field. He explained that UV rays deteriorate the turf after approximately 10 years; therefore, there would be a substantial investment required to make necessary repairs for its use. He also noted that the area would only provide three (3) fields, which is not sufficient for the CDSA. Mr. Ford stated there was a possibility of utilizing the fields at the new Dover High School and Schutte Park for a tournament in the future, since they are in close proximity to one another.

In regard to bringing tournaments to the area, Mr. Ford noted the possible economic benefits for the City of Dover by way of individuals purchasing hotel rooms, food, gas, etc. He also noted that Kent County is perfectly situated between New Jersey, Philadelphia, Baltimore, Washington, D.C., and Virginia Beach. He advised members that these regions do not typically play each other in tournaments due to the distances between each; however, tournaments held in Kent County would only be 2 hours and 20 minutes from all locations, which would allow those leagues to participate in tournaments against one another. In addition, the fees for these tournaments are being paid to states other than Delaware because there are no facilities to host such tournaments.

Elaborating, Mr. Womer indicated that a 3v3 tournament for recreational players had 150 teams participate in a single weekend event.

Referring to page 14 of the Presentation, Mr. Ford advised members that the "end game" for the CDSA is to become a Development Academy. He reminded members of the CDSA's strategic placement on the Mid-Atlantic Coast and noted that D.C. United recently affiliated with Beach FC, which is located in Virginia Beach. Mr. Womer noted that Beach FC began small and has grown into a huge organization, similar to what the CDSA is now attempting to create.

Responding to Mr. Bonar, Mr. Ford stated that if there were two (2) turf fields added to Schutte Park and the remaining fields were kept as grass, the CDSA's plan could be accomplished. Mrs. Ann Marie Townshend, Director of Planning, Community Development, and Recreation, stated that the cost of building a turf field would be a minimum of $1M and would have a 10 year life span. Noting that Dover High School has recently gone through the process of obtaining costs, etc. for creating turf fields, Mr. Ford suggested that they be contacted to provide details. Concurring, Mr. Bonar requested that members be provided with this information.

Mrs. Townshend advised members that City staff has included funds in the CIP for next year to begin the land planning at Schutte Park. Further discussions regarding the CDSA can occur during the CIP review process. She indicated that with the current activities at Schutte Park, parking is an issue. If the City is going to consider providing additional fields for the CDSA, consideration must also be given to providing adequate parking and developing a stronger turf management plan. She explained that the charges for renting the fields have been ridiculously low; therefore, there has not been enough revenue generated to cover the costs for maintenance.

In response to concerns of Mrs. Townshend, Mr. Womer noted the possibility of the CDSA and other similar organizations sharing revenues to help support maintenance, explaining that there are certain allocations for running the programs that could help in this way.

Mr. Bonar requested that staff provide additional information to allow for the consideration of assisting the CDSA in the next budget cycle for planning purposes. Responding, Mrs. Townshend assured members that funds for planning have been included in the budget for next fiscal year. She stated that staff has planned to utilize parkland reserve funds and plans to apply for State Grants to be used to offset costs.

Request of WEAVER (Women Empowered Against Violence in Every Relationship) for Placement of a Monument in the North Street and Governors Avenue Pocket Park

Mr. Bonar noted that the City has received a request from WEAVER (Women Empowered Against Violence in Every Relationship) for the placement of a monument in the planned North Street and Governors Avenue Pocket Park. He introduced Representative Darryl Scott.

Ms. Fay Myers, member of WEAVER since 2008 and Board Member of the Delaware Coalition Against Domestic Violence, reviewed the WEAVER brochure and explained that WEAVER is a Task Force of the Delaware Coalition Against Domestic Violence. She advised members that the

goal of WEAVER is to educate the community about the effects of domestic violence. Ms. Myers stated that this is accomplished by working with employers, police departments, government officials, etc. and by speaking at various organizations throughout the community.

Ms. Myers explained the Silent Witness Project, which consists of silhouettes of men, women, and/or children who lost their lives during an act of domestic violence. It was suggested that a pocket park located in the City of Dover be used for the placement of wooden silhouettes, without names, to serve as a reminder that domestic violence exists and that everyone has the ability to do something to help stop it. She assured members that any funds required would be the responsibility of WEAVER.

Mr. Bonar noted that the next agenda item was consideration of the design for the Pocket Park to be located at the corner of North Street and Governors Avenue. He suggested that after the presentation of the Pocket Park Design, Ms. Myers meet with Mr. Greg Moore, Becker Morgan Group, to discuss the possibility of including the request of WEAVER into the design and that it be presented to the committee for further consideration.

Representative Scott stated that, in addition to visiting churches, schools, etc., Ms. Myers is also educating local legislators. He advised members that once every 15 minutes a woman is affected by domestic violence (75%) and that men are also affected. According to a recent survey of 8th graders, he stated that one (1) in every four (4) students indicated witnessing some type of domestic violence. Representative Scott thanked members for their consideration.

Pocket Park Design - Corner of North Street and Governors Avenue

During their Regular Meeting of October 22, 2012, City Council approved the Legislative, Finance, and Administration Committee's recommendation that a pocket park be established on the property located at 301 South Governors Avenue (on the southeast corner of South Governors Avenue and North Street) once the City holds the title to the property. In developing the park design, it was noted that the City would work with the Downtown Dover Partnership (DDP) to ensure that the design minimizes the maintenance burden through a combination of pavers, mulched landscape areas, and the selection of plants, trees and shrubs that are attractive yet less intensive to maintain.

Mr. Jonathan Street, Civil Designer for Becker Morgan Group, reviewed a Site Plan for the North Street Pocket Park. He advised members that the pocket park would be a continuation of the North Street Improvement Projects and would serve as a gateway to the downtown area from North Street.

In response to Mr. Bonar regarding the request of WEAVER, Mr. Greg Moore, DDP Board President, stated that, although the DDP would be making the improvements, since it is City property, the City would have the final decision regarding the request of WEAVER. However, he felt that the red silhouettes may not be appropriate due to the close proximity to residential properties. He suggested the possibility of placing a placard or some type of appropriate sign board on a masonry column that is planned for the park area.

Mrs. Ann Marie Townshend, Director of Planning, Community Development, and Recreation, noted that the design is consistent with the Transit Center Neighborhood Plan that was developed by the Dover/Kent County Metropolitan Planning Organization and the DDP. The DDP received funds through the State Bond Bill for improvements along North Street between State Street and Governors Avenue. These improvements included the Loockerman Way Plaza, North Street Streetscape and Paving, and the North Street Parking Lot Consolidation. These projects came in below the budgeted amount and the DDP allocated some of the cost savings to the development of a Pocket Park on the property at 301 South Governors Avenue.

Mrs. Townshend explained that since the site will be owned and managed as a City park, the project must be reviewed by the Parks, Recreation and Community Enhancement Committee and ultimately approved by City Council. In addition, the design will require review and approval by the Planning Commission, following a recommendation by the Historic District Commission.

Staff recommended endorsement of the conceptual design, recognizing that a more detailed landscape plan identifying actual plant species will be developed in coordination with the Public Works Department as the plan progresses through the Site Development Plan process.

In response to Mrs. Townshend, several members suggested the possibility of some type of silhouette, dark in color, in order for the WEAVER issue to "stand out." Having no objections to a silhouette, Mrs. Horsey relayed concerns with lighting. She also requested that consideration be given to the adjacent residents and suggested the possibility of providing additional vegetation on the south and west side of the property to provide landscape screening in an effort to improve aesthetic for these residents. She also warned members of skateboarders utilizing the park.

Mr. Anderson moved to recommend approval of the pocket park design with the addition of appropriate screening for the adjacent neighbors and an appropriate tribute to victims of domestic violence, as requested by WEAVER. The motion was seconded by Mr. Dixon and unanimously carried.

Benchmarks Established for the Economic Development Office

Mr. Bill Neaton, Economic Development Director, reviewed the Benchmarks for the Economic Development Office. He noted that the Benchmarks have been divided into different categories for Downtown Dover Development and the Economic Development Office.

Mr. Neaton reminded members that during the last review of the Benchmarks held in the fall, Mr. Anderson had requested that a survey on merchants and business owners be conducted and the results provided to members. Noting that the survey was conducted in the spring and the results have been provided to members, he highlighted the fact that, of the 41 respondents, 16 were identified as female owned businesses and 12 were identified as minority owned businesses. Mr. Neaton noted that several businesses have been in business in the downtown area for several years. Although most business owners did not feel safe after dark in the downtown area, he noted that the majority felt safe during the day. It was his feeling that this was the result of the Dover Police Department and Downtown Safety Task Force accomplishments during the past year.

Referring to the responses regarding parking accessibility, Mr. Bonar felt that the negative responses were an indication that there is a very deep misunderstanding of the available parking, noting that there are three (3) parking lots located nearby and well within walking distance of any business in the downtown area. Responding, Mr. Neaton indicated a responsibility in advising the merchants of the available parking and suggested the possibility of taking business owners on a tour of the downtown area to point out the various parking spaces.

Mr. Bonar noted that the survey indicated that there are existing businesses planning to close or relocate within the next year, which is very disconcerting. He requested that the City take whatever action possible to assure the businesses remain in the downtown area.

Responding to Mr. Bonar, Mr. Neaton stated that there is a company from Germany interested in a parcel at the Garrison Oak Tract and that the first site visit is scheduled for tomorrow. It is their desire to acquire a ten (10) acre site with the possibility of expanding to (twenty) 20 acres in the future. There is a second site visit tentatively scheduled for next week from a food processing company that is also wishing to acquire a ten (10) acre parcel of land. Mr. Neaton also advised members that he will be focusing on the Garrison Tract, since there is a new Executive Director for the Downtown Dover Partnership.

UPDATE - CDBG PROGRAM

Mrs. Tracey Harvey, Planner I, reviewed the Status of FY12 Community Development Block Grant (CDBG) Projects - March 2013. She provided members with a table depicting the program funds spent for FY 2013 ***(Attachment #2)***. Mrs. Harvey advised members that Habitat for Humanity has acquired their 11th property and already has a buyer, once the property is renovated.

Mrs. Harvey announced that the City of Dover has met the timeliness standard for the expenditure of funds in a timely manner.

For the record, Mr. Bonar announced that Mr. Anderson's official duty as a committee member is coming to an end for a year since he is being deployed to Afghanistan. He relayed appreciation for Mr. Anderson's contributions to the committee and, more importantly, the community.

By unanimous consent, the meeting adjourned at 1:22 p.m.

David L. Bonar
Chairman

DLB/MK/jg/dd/tm
S:\AGENDAS-MINUTES-PACKETS\Committee-Minutes\2013\04-08-2013 PR&CE.wpd

Attachments
Attachment #1 - Presentation - CDSA Soccer Academy - Promoting Today's Teamwork for Tomorrow's Leaders
Attachment #2 - Program Funds Spent for FY 2013

CDSA Soccer Academy

Promoting Today's Teamwork for Tomorrow's Leaders

April 2013

ATTACHMENT #1
PR&CE Committee Meeting of 04/08/2013

CDSA Generated Volume In & Around Dover

Event Name	Home Team	Away Team	Date	Start Time	End Time	Field	Location
Boys U12	Holy Cross Crusaders	Rockets	04/06/2013	11:45 AM	1:00 PM	Schutte #3	Schutte Park
Boys U12	Holy Cross Crusaders	Torpedoes	05/04/2013	11:45 AM	1:00 PM	Schutte #2	Schutte Park
Boys U12	Torpedoes	Storm	04/27/2013	11:45 AM	1:00 PM	Schutte #3	Schutte Park
Boys U12	Holy Cross Crusaders	Torpedoes	04/20/2013	1:00 PM	2:30 PM	Schutte #3	Schutte Park
Boys U12	Rockets	Holy Cross Crusaders	05/11/2013	11:45 AM	1:00 PM	Schutte #3	Schutte Park
Boys U12	Rockets	Storm	03/23/2013	11:45 AM	1:00 PM	Schutte #3	Schutte Park
Boys U12	Torpedoes	Rockets	04/13/2013	11:45 AM	1:00 PM	Schutte #3	Schutte Park
Boys U12	Rockets	Fighters	04/20/2013	11:45 AM	1:00 PM	Schutte #2	Schutte Park
Boys U12	Fighters	Holy Cross Crusaders	04/27/2013	11:45 AM	1:00 PM	Schutte #2	Schutte Park
Boys U12	Fighters	Torpedoes	04/06/2013	11:45 AM	1:00 PM	Schutte #2	Schutte Park
Boys U12	Rockets	Storm	05/04/2013	11:45 AM	1:00 PM	Schutte #3	Schutte Park
Boys U12	Holy Cross Crusaders	Torpedoes	03/23/2013	11:45 AM	1:00 PM	Schutte #2	Schutte Park
Boys U12	Fighters						
Boys U12	Storm						
Boys U12	Torpedoes						
Boys U12	Fighters						
Boys U12	Storm						
Boys U8	Adidas Accelerators						
Boys U8	Adidas Accelerators						
Boys U8	REMAX Machine						
Boys U8	Harrington LLC Gl						
Boys U8	REMAX Machine						
Boys U8	REMAX Machine						
Boys U8	Harrington LLC Gl						
Boys U8	Pizzeria Terminal						
Boys U8	Adidas Harrington LLC Gl						
Boys U8	Pizzeria Terminal						
Boys U8	Adidas						
Boys U8	Adidas						

Time	Field 1 (sm)	Field 2 (sm)	Field 3 (sm)	Field 4 (lg)	Field 5 (lg)	Field 6 (lg)
12:30 PM - 12:40 PM						
12:40 PM - 12:50 PM						
12:50 PM - 1:00 PM		BU11 United		U13G Union vs CRUSA	BU14 Rovers	
1:00 PM - 1:10 PM						
1:10 PM - 1:20 PM						
1:20 PM - 1:30 PM						
1:30 PM - 1:40 PM						
1:40 PM - 1:50 PM						
1:50 PM - 2:00 PM						
2:00 PM - 2:10 PM						
2:10 PM - 2:20 PM						
2:20 PM - 2:30 PM		J11G Glory vs LV				
2:30 PM - 2:40 PM						
2:40 PM - 2:50 PM						
2:50 PM - 3:00 PM						
3:00 PM - 3:10 PM						
3:10 PM - 3:20 PM						
3:20 PM - 3:30 PM						
3:30 PM - 3:40 PM						
3:40 PM - 3:50 PM						
3:50 PM - 4:00 PM						
4:00 PM - 4:10 PM		ODP Training 4-7			BU17 Rowdies	ODP Training
4:10 PM - 4:20 PM						
4:20 PM - 4:30 PM						
4:30 PM - 4:40 PM	BU9 Cannons					
4:40 PM - 4:50 PM						
4:50 PM - 5:00 PM						
5:00 PM - 5:10 PM						
5:10 PM - 5:20 PM						
5:20 PM - 5:30 PM						

- CDSA field management in a sample 60 day period will see 215 games within the borders of Dover
- 650 players and families circulated in Dover on a given game day purchasing goods and services throughout

Current Dover REC Infrastructure
Problem Statement

Schutte Park (REC)

- One Lil Kickers (75 players)
- Six KK – U8 Fields (250 players)
- Four 8v8 Fields (150 players)
- One 11v11 Field (75 players)



Problem Statement – CDSA's expected growth and desire to service the community from a youth development and economic development perspective is quickly outgrowing the current allocation of space at the Schutte Park facility.

Schutte Park has been an excellent home to CDSA in the past decades!

- As the years have passed Schutte Park has continued to service additional sports such as Basketball, Field Hockey and Lacrosse
- As a result, the allocation of space to CDSA long-term will see a strain relative to our growth plan
- Current allocation as of spring 2013 will limit the ability to host statewide REC tournaments

External Benchmark
Government Partnership for Growth

Study Subject:

- 2012 study by the Traverse City Area Chamber of Commerce (Michigan) on benefit of investing in local Traverse Bay Area Youth Soccer (TBAYS)
- TBAYS soccer club overall growth feeds a youth soccer machine by currently hosting two, 200 - 300 team tournaments twice a year
- City Comparison:

Traverse City, MI	Dover, DE
8.7 sq miles	22.4 sq miles
Pop: 14,894	Pop: 36,560
Med Income $39K	Med Income $45K
Unemployment 6.4%	Unemployment 7.5%

Study found:

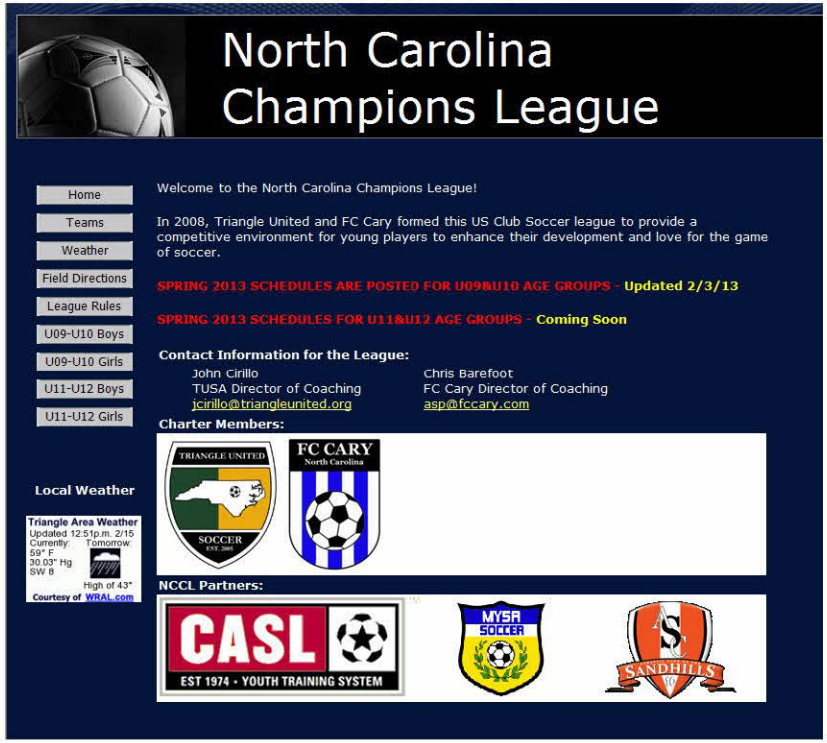
- Parents spend $7 Billion a year traveling for youth sports
- 70% of children (age 6-17) play at least one sport
- On a national level, associated tournaments have a significant local economic impact
- TBAYS two (2) annual tournaments bring:
  - 3,400 families; 15,900 people
  - $3.4 million in direct regional spending
  - 2,000 hotel rooms per night
  - 74% utilize area hotel/motel;
  - Family spent $439 on accommodations
  - Frequenting 100 restaurants/retailers
- Overall investment in the TBAYS by the city expanded the number of REC opportunities available to youth
- 50% of participants visit for the first time

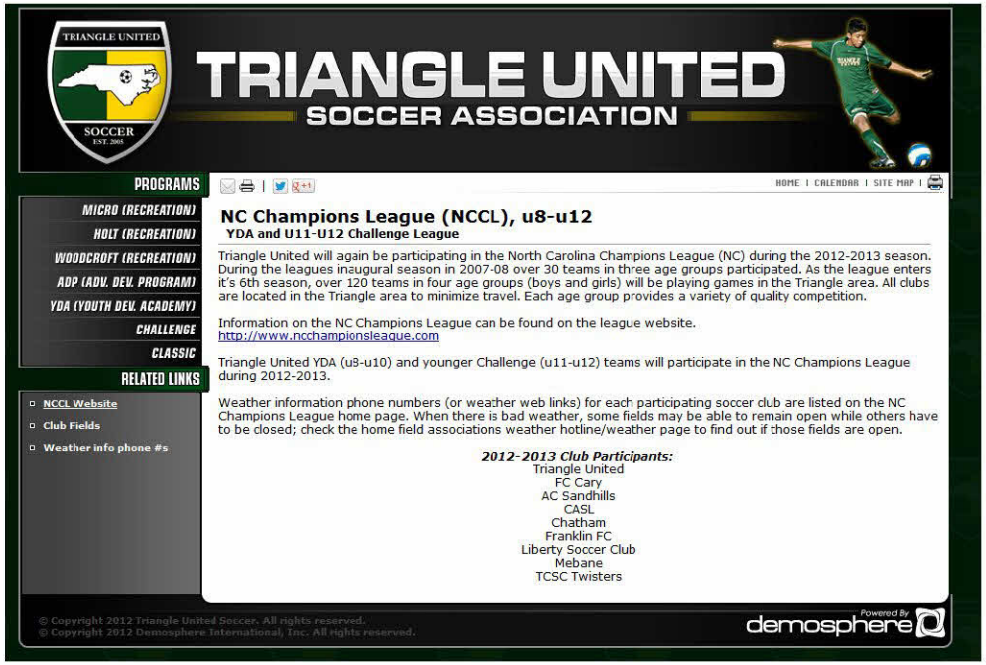
Source: Game on! The Impact of Youth Sports on a Regional Economy
Traverse City Area Chamber of Commerce (Michigan) & Traverse Bay Area Youth Soccer (TBAYS) - Sept 18, 2012

External League Benchmark
NC Champions League (NCCL)

- In 2008, youth soccer clubs Triangle United SC and FC Cary formed this US Club Soccer league to provide a competitive environment for young players to enhance their development and love for the game of soccer
- During the leagues inaugural season in 2007-08 over 30 teams in three age groups participated
- As the league enters it's 6th season, over 120 teams in four age groups (boys and girls) will be playing games in the Triangle area
- All clubs are located in the Triangle area to minimize travel
- Each age group provides a variety of quality competition

http://www.ncchampionsleague.com/





Our Heritage – Past & Present

Our Heritage

- Headquartered in Dover, DE
- Established in 1983 to introduce and grow youth soccer to Central Delaware
- Programs fostered in Smyrna, Harrington, Milford and Woodbridge
- CDSA saw modest growth through the 80's and early 90's
- 1991 City of Dover names Schutte Park the Home of CDSA and enrollment explodes with the opening of Schutte Park Dover
- Mid 1990's CDSA is instrumental fostering Girls High School soccer in the state
- Expansion in 2010 for brick and mortar CDSA Park infrastructure and growth force a move of travel program to Lewis Drive Dover complex
- Aggressive strategic plan implemented in 2011/2012 to make Dover and Central Delaware a Mid-Atlantic hub for soccer

Today's CDSA

- **REC:**
  - 550 REC Players
  - 60 REC Teams; Across 6 Age Groups
  - 3 Training Programs
  - Dover Adult League
  - Statewide High School League; Centralized
- **Travel:**
  - 375 Travel Players
  - 24 Travel Teams; Across 9 Age Groups
  - 1 State Champion; 5 State Champion Finalist
  - CDSA Statewide Travel League; Centralized
- **Community:**
  - 30 – 40 Dover Business Sponsors
  - Chatty Reed Travel Player Scholarship
  - Zack Carter REC Player Scholarship

Staffing for Future Growth
Job Creation

Over time the CDSA Soccer Academy has created training staff positions to focus on youth development.

- **Technical Director:**
  - **Chad Reed**
    - National A Licensed
    - Trainer of 3 time state champion Riptide
    - Delaware Olympic Development Program (ODP) Head Coach

- **Boys Director of Player Development:**
  - **DC Lavender**
    - National C Licensed
    - Delaware Olympic Development Program (ODP) Head Coach
    - 10 years coaching with CDSA
    - 10 seasons of High school Assistant Varsity boys and girls at Caesar Rodney and Dover High School

- **Staff Coach:**
  - **Juan Salas**
    - US Youth Soccer National "C" license Certificate/Delaware State "E" license
    - 2011 DYSA Coach of the Year

- **Girls Director of Player Development:**
  - **Jules Howell**
    - 4 year varsity player for Slippery Rock University Women's Soccer team 2007-2010
    - Caesar Rodney High School Assistant Coach 2012 - Present
    - E Licensed Coach

- **REC Director of Coaching:**
  - **Josh Tucker**
    - National D Licensed
    - Former Delaware Olympic Development Program (ODP) Head Coach

- **Goal Keeper Director of Coaching:**
  - **Danny Simmons**
    - National D Licensed
    - USYS Goalkeeper Cert
    - Polytech Girls Varsity & Boys Asst Coach

Alignment with Premier Partners

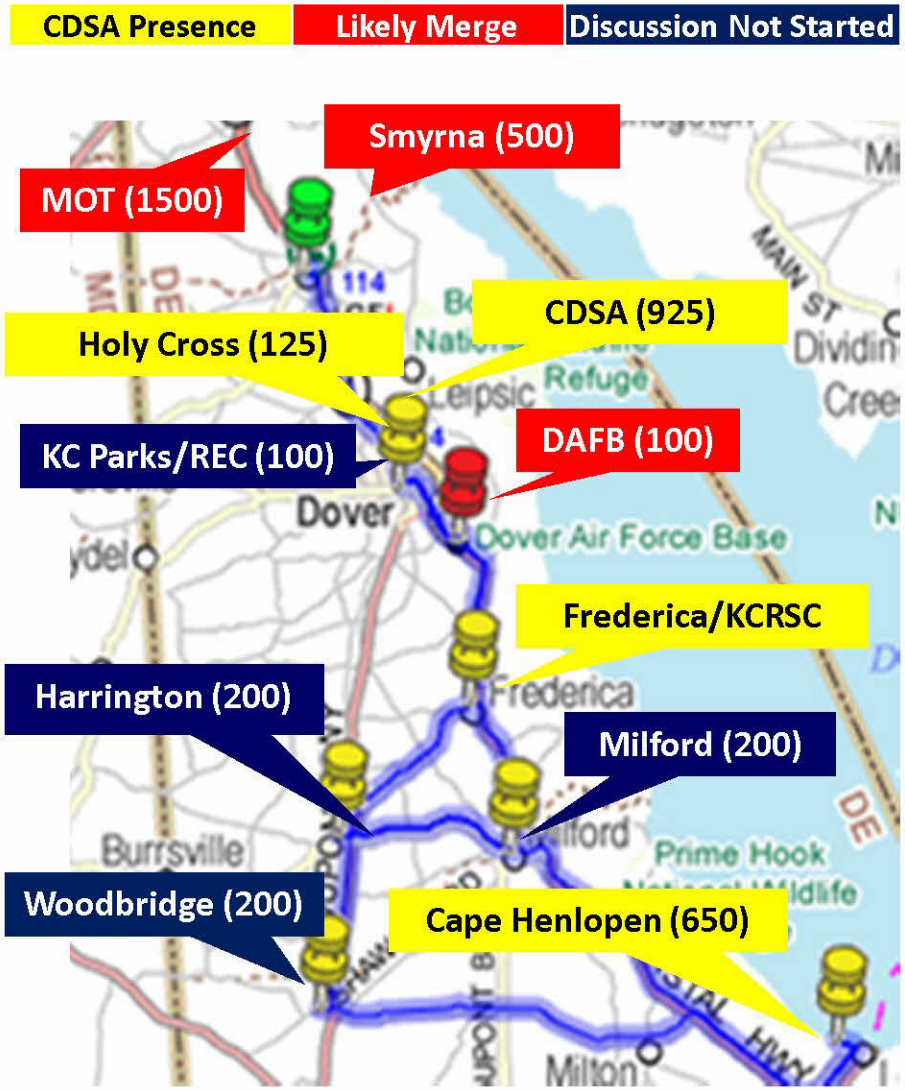
CDSA has entered into an exclusive supplemental training relationship with local soccer legend Joe Brown and USFT Sports for CDSA branded camps to elevate the Kent County soccer experience:

- Instructional/REC Summer Camp (CDSA Park, Dover)
- Travel Team Summer Residual & Commuter Camps (Delaware State University, Dover)

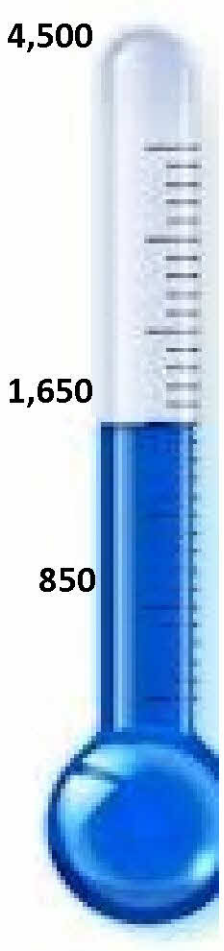
About Joe Brown/USFT Sports:

- Coach Brown and his staff at USFT Sports are dedicated to the sport of soccer in Delaware.
- Coach Brown has over 25 years of coaching experience at most levels in the United States and is the President of USFT Sports.
- Brown coached 15 years in the USL, 11 years with the Carolina Dynamo and four years with the Delaware Wizards.
- Coach Brown spent ten years coaching at the high school level at A.I. DuPont High School in Greenville, Delaware, winning four Blue Hen conference titles and competing in the state playoffs for eight seasons, including four state semi-final appearances.
- He is the current head coach of the Padua Academy.
- Coach Brown holds an "A" license from the United States Soccer Federation and has deep ties to Delaware.

Tomorrow's Affiliate Umbrella…



- New brand "CDSA Soccer Academy" & expanded geography:
  - Middleton (Affiliation)
  - Smyrna
  - Dover
  - Frederica
  - Southern Delaware
- Bring together a better Kent County player experience by consolidating KC soccer clubs under the CDSA umbrella:
  - Export CDSA structured player development to 6 – 8 REC/Travel regional feeder pools in 60 mile radius of KCRSC and 4,500 players
- Feed and grow a CDSA managed travel league partially centralized in Dover/Frederica
- Statewide high school league partially centralized in Dover/Frederica
- Monthly/Qtrly REC 3v3 Tournament Series & Annual Spring/Fall statewide REC tournament



Tying the Affiliation Together

- Goal is to tie the affiliate clubs together, while preserving the heritage of the local town
- Major sponsorship branded on REC alternative jersey from town to town as well as Travel coaching gear and beyond
- Conceptual discussion currently with Premier Physical Therapy
- Agreement expected in the coming months





Back



Reversing League $$ & Associated Spending Back to Delaware



- Delaware Development League (DDL)
- Optionally centralize 30 - 50% of league games in Dover/Frederica as a hub to reduce travel player drive time in half & drawl in teams on the fringe of Pennsylvania & Maryland leagues

Clubs proximity to central DE "hub"….

New Castle County, DE:

- Hockessin Rush (55 mi)
- Kirkwood SC (55 mi)
- Concord SC (60 mi)
- CCA (55 mi)
- DE Union/MOT (35 mi)

Kent County, DE:

- CDSA
- Milford/Woodbridge (10 mi)

Sussex County, DE:

- Nanticoke SC (28 mi)
- Henlopen SC (30 mi)
- River SC (38 mi)

Southern Pennsylvania:

- White Clay SC (65 mi)

Upper Maryland:

- Cecil SC (55 mi)
- Chesapeake SC (50 mi)

Central East Maryland:

- Talbot SC (40 mi)
- FC Fredrick (47 mi)

Southern Maryland:

- Fruitland SC (55 mi)
- Salisbury SC (49 mi)

Southern New Jersey:

- PG-CP-Ped SC (55 mi)

CDSA Travel League Management

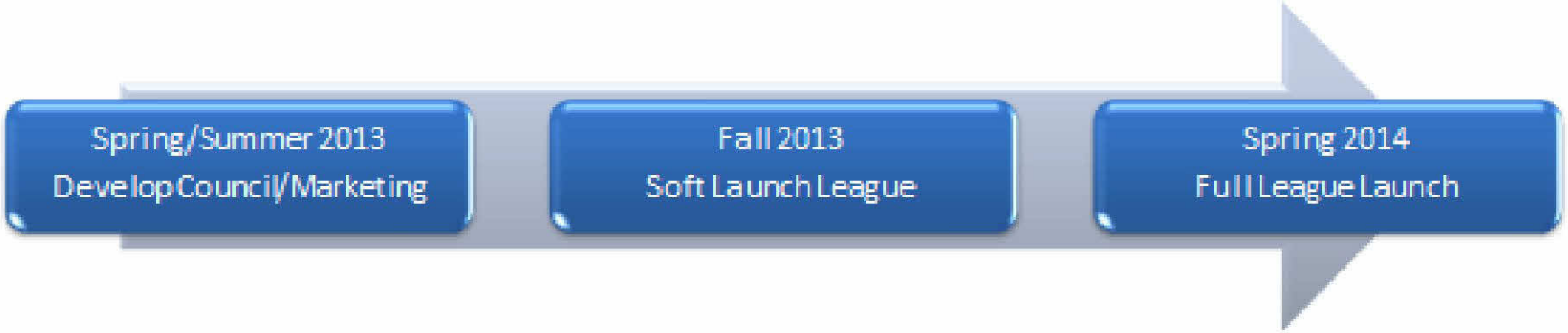
- CDSA driven travel league partially centralized in Dover/Frederica

- Create state/regional DOC leadership council to ensure independent look and feel of league:
  - Leadership council lead by CDSA
  - Set standards for league
  - Drive club commitment to league

Charter Members

League Council/Partners (includes, but not limited to):

- Cross market all clubs tournaments to the league and vice versa to drive out of state teams to Delaware



REC Tournament Series

- Grass roots approach to the foster the service and evolution to the REC Player
- Low cost indoor and outdoor REC player 3v3 leagues and tournaments - year round
- Consistent training tool for referees and job creator



U8 – U11 Weekend Tournament fee, $255

- Book 2 tournaments, pay $240 each Save $30
- Book 3 tournaments, pay $225 each Save $90
- Book 4 tournaments, pay $210 each Save $180

Kick It 3v3

- $25 per player, per event
- Local Tournaments make up 80% of the Kick It 3v3 Soccer Tour
- Ten Regional Championships bring the best of the competition regionally to one event
- Best teams from everywhere come to compete for the Kick It Cup

The End Game…
Soccer Development Academy



PRESS RELEASE
March 1, 2013

For Immediate Release
Contact:
Ryan Tronovitch, rtronovitch@dcunited.com, 607-237-3865
Sarah Lerner, SLerner@dcunited.com, 202-587-5440

D.C. United, Beach FC and Adidas reach regional affiliate agreement

Beach FC becomes the third youth soccer partner of the Black-and-Red

Washington, D.C. (March 1, 2013) - D.C. United and Beach FC - in conjunction with adidas - today announced a regional affiliate agreement, the third of its kind for D.C. United and a youth soccer club. Under the agreement, Beach FC will be one of D.C. United's primary sources in identifying and developing the top youth talent. United will share its coaching resources and will work with Beach FC to follow its training curriculum and system of play. Top players in the Beach FC system, identified by both D.C. United and Beach FC, will have the opportunity to join the D.C. United Academy teams, with a strong priority being placed on the Under-14, Under-16 and Under-18 age groups.

"We are very excited that Beach FC will join us as our third affiliate club," said Sonny Silooy, D.C. United's Director of Youth Development. "Beach FC has a proven track record of cultivating talent for top college programs, Major League Soccer and the U.S. Men's National Team pool, and we look forward to combining resources and expertise to further develop players in the region."

"Beach FC is extremely proud and excited to be invited into an affiliate partnership with DC United," said Beach FC Executive Director Steve Danbusky. "To be able to align with a professional club at the highest level, with a rich tradition both on and off the field, was very appealing to us. The exposure and access that our staff and players will receive will most certainly enhance their development and

- Regional affiliate agreement between Professional MLS team and a VA youth soccer club
- MLS team's primary source in identifying and developing the top youth talent
- Collaborate coaching resources and model training curriculum and system of play
- Opportunity to join MLS Academy teams

- What could Philadelphia Union hold in store for this region?

Status of FY-12 Program Funds Spent - Fiscal Year 7/1/12- 6/30/13

2012 Grant Projects	Project Details	Total Grant	Funds Expended	Unencumbered Balance
Homeownership Assistance Program	Four families have purchased homes	$40,000	$40,000	$0
NCALL Reaearch	Housing Counseling and Foreclosure Prevention	$7,803	$5,000	$2,803
Dover Interfaith Mission to Homeless	Funding for utility and lease cost	$27,500	$10,848	$16,652
Serenity Place	project completed	$30,000	$30,000	$0
MHDC Emergency Home Repairs	Home repairs have been completed on 2 homes	$35,000	$12,292	$22,708
Elizabeth W. Murphey School	project completed	$32,782	$32,782	$0
MHDC Housing Rehabilitation Program	Rehabilitation of owner occupied homes underway	$52,782	$0	$52,782
Total		$225,867	$130,922	$94,945

ATTACHMENT #2
PR&CE Committee Meeting of 04/08/2013