



Dallas Park & Recreation

# Youth Sports Division Update

---

Park and Recreation Board

April 4, 2024

John Lawrence, Assistant Director

# Purpose

---

- Provide an overview of the Aspen Institute's Project Play-State of Play 2022-2023 Reports
- Discuss the current youth sports participation and operations
- Outline youth sports participation growth plan and future success



# Youth Sports Research

---

- 36.1% of youth ages 6-17 regularly participated in team sports between 2019-22.
- These participation numbers were a 6.1% decline and the lowest sports participation numbers for youth in a decade.
- The decline is attributed to the decrease in participation among boys, as only 40.2% males participate in team sports compared to nearly 50% in 2013.
- Good news – 58% of youth participating in team sports are playing at the community level (38% in Fall 2021)



\*Data provided courtesy of Aspen Institute Project Play – State of Play 2022 and 2023 Reports

# Youth Sports Research

---

- Families spend approximately \$692 per child per annually.
- This rising cost of youth sports has resulted in only 25% of children from families making <\$25,000 compared to 39% of children from families making \$100,000 or more.
- More than 4 in 5 Americans say sports should be more accessible to those in underserved communities.
- Parents believe that youth sports have benefits:
  - A. 73% say it improves their child's mental health
  - B. 88% say it improves their child's physical health



\*Data provided courtesy of Aspen Institute Project Play – State of Play 2022 and 2023 Reports

# Purpose

---

## Our Priority:

To provide all Dallas youth equal access to high quality youth sports programs at the recreational level that encourages skill development, sportsmanship, and foster pride in the Dallas community.

## Our Goal:

To increase youth sports participation and utilize the benefits of youth sports as a catalyst for enriching the lives of those that we serve through the NRPA pillar of health and wellness including physically, mentally and socially.



# Youth Sports Overview

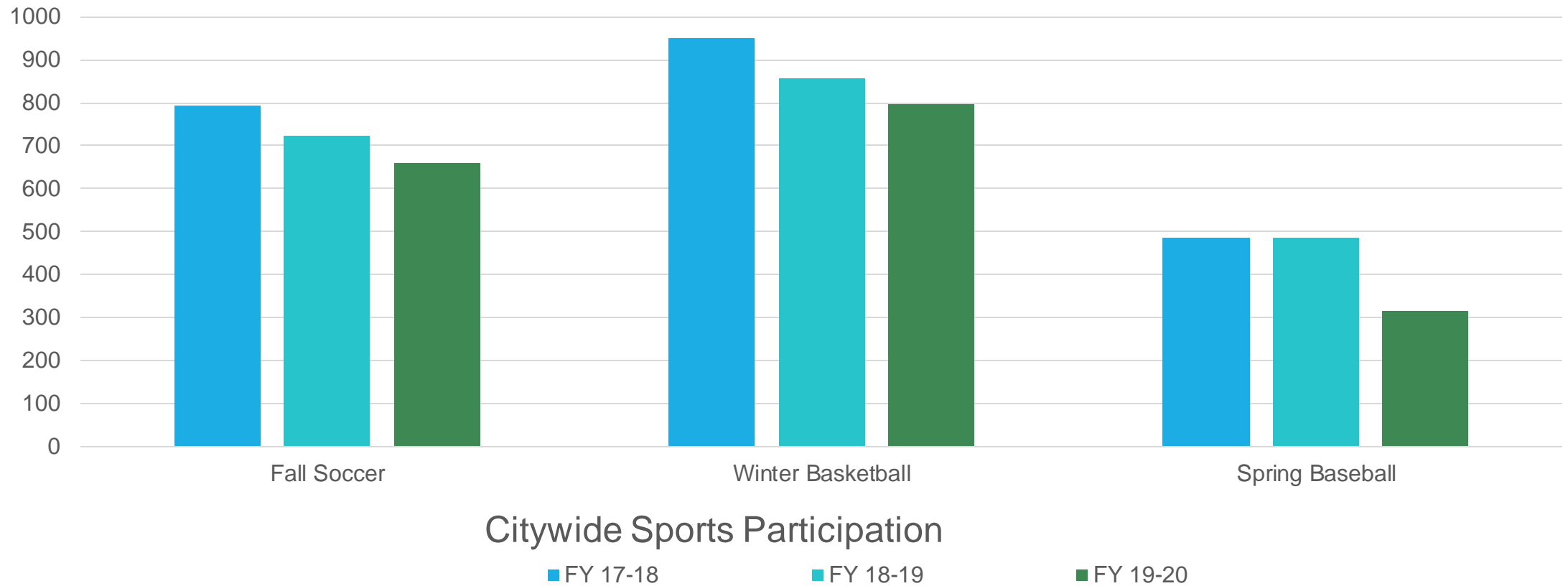
- Component of the Citywide Athletics Reservations and Events Division.
- Two (2) full-time and six (8) part-time staff.
- Responsible for program development, resource management and partnership management.
- The Citywide Sports Program in a joint effort with the 42 recreation centers.
- School/Site base programming is a collaborative effort with local school districts such to develop youth sports initiatives.
- Establishing and fostering partnerships with local sports organizations, universities and community stakeholders to enhance youth sports programs.



# Citywide Sports Participation 2017-2020

	Sport	# of Teams	Participants
FY2017-18	Fall Soccer	74	792
	Winter Basketball	108	949
	Spring Baseball	42	485
	<b>Totals</b>	<b>224</b>	<b>2,226</b>
FY2018-19	Fall Soccer	69	723
	Winter Basketball	99	856
	Spring Baseball	37	427
	<b>Totals</b>	<b>205</b>	<b>2006</b>
FY2019-20	Fall Soccer	62	658
	Winter Basketball	105	796
	Spring Baseball	26	316
	<b>Totals</b>	<b>193</b>	<b>1770</b>

# Citywide Participation 2017-2020





# School Participation 2017-2020

## ➤ School Based Sports Programs

- Elementary
  - Basketball
  - Soccer
  - Baseball
- Middle School
  - Soccer
  - Basketball
- High School
  - Baseball
  - Soccer

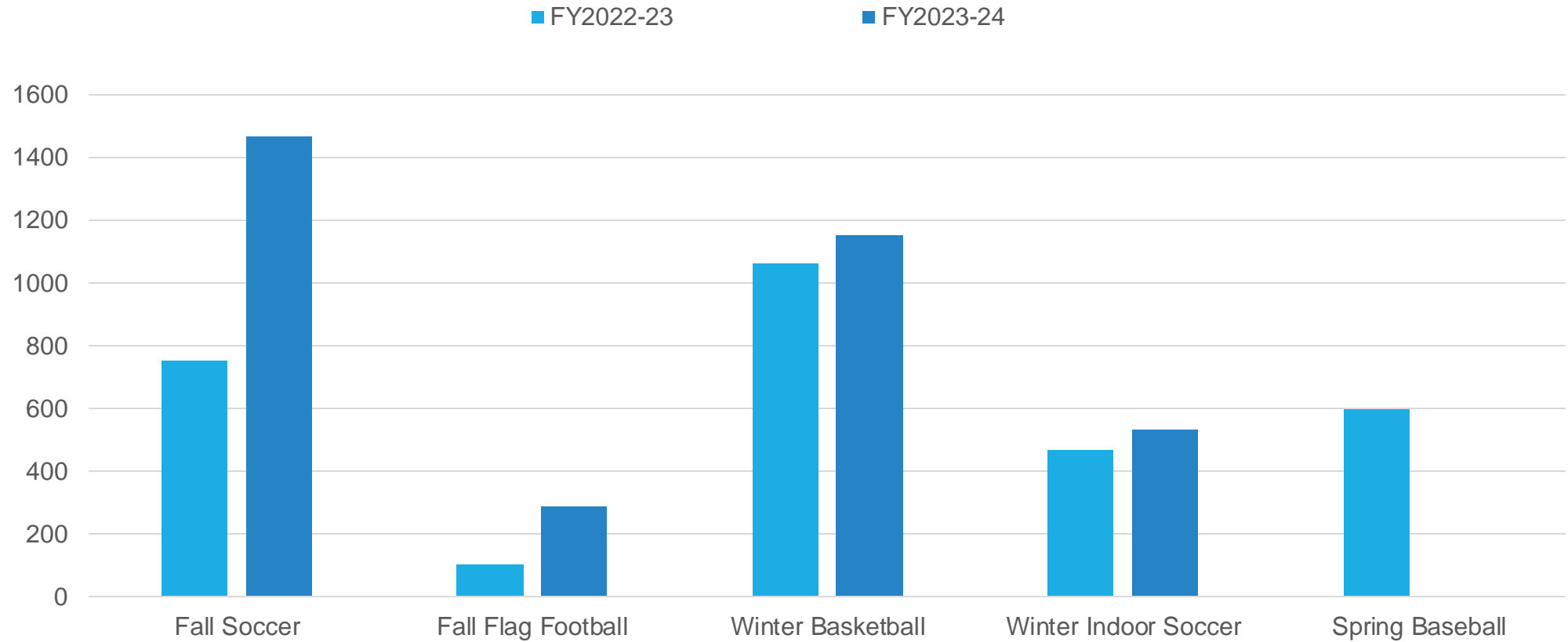
➤ A total 90 elementary campuses and 32 secondary campuses participated during the last complete sports year in FY2018-19.

	FY2017-18		FY2018-19		FY2019-20	
	# of Teams	Participants	# of Teams	Participants	# of Teams	Participants
<b>School Soccer</b>	138	2,484	161	2,898	66	1,188
<b>School Basketball</b>	115	1,380	109	1,308	96	1,152
<b>School Baseball</b>	44	660	42	630	12	180
<b>TOTALS</b>	297	4,524	312	4,836	174	2,520

# Citywide Participation 2022-2024\*

	Fall Soccer		Fall Flag Football		Winter Basketball		Winter Indoor Soccer		Spring Baseball		Totals	
	# of Teams	Participants	# of Teams	Participants	# of Teams	Participants	# of Teams	Participants	# of Teams	Participants	Teams	Participants
<b>FY2022-23</b>	66	751	12	102	106	1061	48	467	48	600	280	2981
<b>FY2023-24</b>	113	1467	28	287	120	1,253	60	614	TBD*	TBD*	321*	3621*
<b>FY 2024-25</b>	165	2000	35	350	140	1680	70	840	65	800	475	5670

# Citywide Participation 2022-2024\*



# Current School Sport Participation

➤ The Youth Sports Division returned to school sports programs in FY2022-23 and offered the following:

- Elementary
  - Basketball
  - Soccer
- High School
  - Baseball
  - Basketball

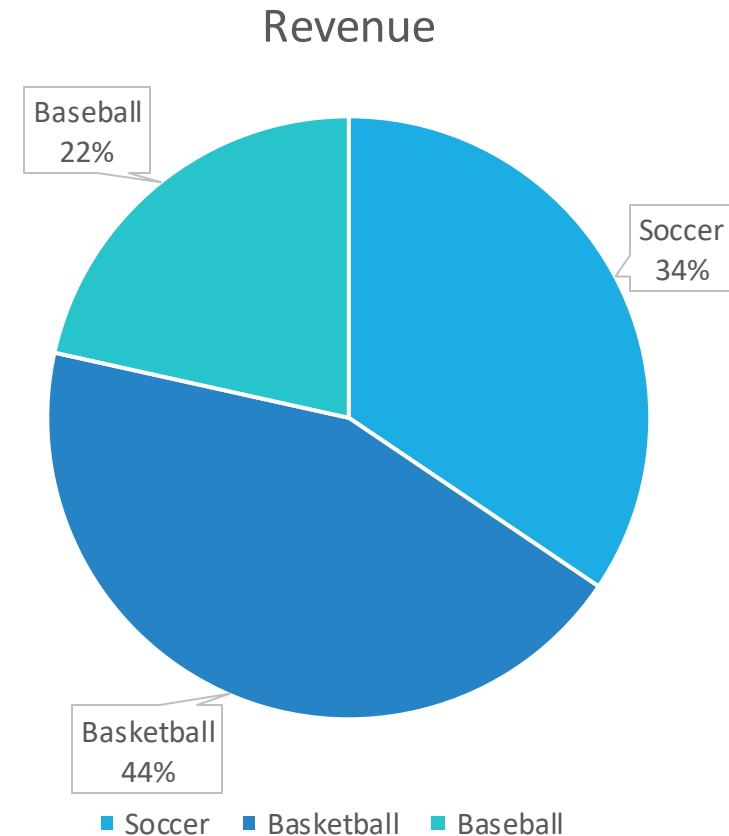
➤ A total 42 unique elementary and 24 secondary campuses participated during FY2022-23.

Sport Season	FY2022-23			FY2023-24*		
	# of Teams	# of Campuses	Participants	# of Teams	# of Campuses	Participants
School Soccer	42	26	840	TBD	TBD	TBD
School Basketball	46	22	690	44	30	660
School Baseball	14	14	210	14	14	210
<b>TOTALS</b>	<b>100</b>	<b>62</b>	<b>1,740</b>	<b>58*</b>	<b>44*</b>	<b>870*</b>

\*Year to Date Totals

# Citywide Youth Sports Revenue

- Approximately \$87.5K was generated in FY2022-23 through the Citywide Sports Youth Sports Program registration fees.
- The direct costs for Citywide Youth Sports totaled an estimated \$97.5K. Costs included officials, uniforms and awards.
- The Citywide Youth Sports program recovered 89.7% of direct costs associated with the program. (Excluding staff cost.)



# Citywide Youth Sports Calendar

SEASON	SPORT	REGISTRATION PERIOD	PRACTICE/LEAGUE PLAY	DIVISIONS
FALL	SOCCER	AUGUST 1ST - SEPTEMBER 15TH LATE REGISTRATION: SEPT. 16TH-30TH TEAM CONFIRMATION DEADLINE SEPT. 5TH	PRACTICES BEGIN NO LATER THAN AUGUST 15TH LEAGUE PLAY BEGINS 3RD WEEK OF SEPTEMBER	4-UNDER, 6-UNDER, 8-UNDER, 10-UNDER, 12-UNDER, 14-UNDER
	FLAG FOOTBALL			8-UNDER, 10-UNDER, 12-UNDER
WINTER	BASKETBALL	DECEMBER 1ST - JANUARY 15TH LATE REGISTRATION: JAN. 16TH-31ST TEAM CONFIRMATION DEADLINE JAN. 5TH	PRACTICES BEGIN NO LATER THAN DECEMBER 15TH  LEAGUE PLAY BEGINS 3RD WEEK OF JANUARY	6-UNDER, 8-UNDER, 10-UNDER, 12-UNDER, 14-UNDER
	INDOOR SOCCER			6-UNDER, 8-UNDER, 10-UNDER, 12-UNDER
SPRING	BASEBALL	MARCH 1ST - APRIL 15TH LATE REGISTRATION: APRIL 16TH-30TH TEAM CONFIRMATION DEADLINE APRIL 5TH	PRACTICES BEGIN NO LATER THAN MARCH 15TH LEAGUE PLAY BEGINS 3RD WEEK OF APRIL	6-UNDER T-BALL 9-UNDER COACH PITCH 12-UNDER KID PITCH
	STREET HOCKEY			8-UNDER, 10-UNDER, 12-UNDER

# Youth Sports Partnerships

---

- Continued partnership with Texas Rangers in conducting both the Jr. RBI and RBI baseball programs. Received \$20K in-kind support for uniforms to facilitate the program.
- Collaborated with FC Dallas to conduct 2 community soccer clinics for 300+ participants.
- Developed partnership with Dallas Stars that provided 200 athletes the opportunity to learn hockey skills. In addition, nearly 500 participants attended Dallas Stars games throughout the season.
- Partnered with Southern Methodist University to host PKR Day at SMU Game. Over 400 youth attended the game versus University of Houston on Saturday, November 12th.



# Youth Sports Accomplishments

---

- Division full-time staff were recertified as certified National Youth Sports Administrators.
- Conducted Citywide Youth Basketball Tournament on March 24th and 25th. This was the first large basketball tournament hosted since Spring 2019.
- Hosted the TAAF Regional Track Meet on July 13th-15th. Event consisted of over 400 athletes and provided them with the opportunity to compete and advance to the State Games of Texas.
- Provided sports clinics for an estimated 1,500 youth during the 2023 summer in the following sports: Basketball, Flag Football and Soccer.





# Current Challenges Being Addressed

---

- Limited full-time staff positions allocated for the Youth Sports Division in FY2023-24.
- Adequate field space to meet the need to conduct Park and Recreation youth sports practices and league games.
- Nationwide volunteer coaching shortages.
- Continuous rising costs for professional services and supplies necessary in conducting youth sports leagues.



# Youth Sports Division in FY2024-25

---

The Youth Sports Division focus for 2024-25 will be to create a signature brand for PKR sports programs by:

- Developing and executing a comprehensive marketing plan.
- Creating a training program for PKR direct delivery staff and volunteer coaches.
- Incorporating technology advancements to enhance program services.



# Comprehensive Marketing Plan

The Youth Sports Marketing Plan is comprised of the following strategies:

- Ensuring marketing materials are distributed to the public a minimum of 30 days in advance.
- Defining league registration dates and committing to beginning sports programs by advertised dates.
- Creating marketing materials that resonate with the diverse communities in Dallas.
- Identifying various media outlets (Social Media, Television, Radio) that successfully reach our target audience.



# Staff/Volunteer Training Program

---

- Organize training sessions for department staff to increase introductory knowledge of upcoming seasonal sport.
- Develop and facilitate required coaches training sessions for staff/volunteers prior to season.
- Partner with various youth sports organizations to increase training opportunities.
- Utilize technology to offer on-demand virtual training resources for staff and volunteers to improve program quality.



# Technology Advancements

---

- Developing a youth sports splash page/website informing parents and participants about upcoming and current sports programs.
- Utilizing a youth sports app to improve communication with league administrators, coaches, and parents.
- Posting current and live program feeds on social media to improve awareness and visibility of youth sports programs.



# Additional Next Steps in 2024-25

---

In addition to creating a recognizable brand, the Youth Sports team will also implement additional strategies to aid in the division reach:

- Redevelop staffing model structure to provide greater support for the program area.
- Work collectively with our internal partners to develop short- and long-term solutions for athletic field development in areas of need.
- Seek corporate sponsorships to help offset rising cost, allowing for more young athletes to participate.





# Dallas Park & Recreation