

## Membership Report

1/10/2018 = 335 players (3 waitlisted) (179 Boys, 156 Girls, 12 boys teams and 11 girls teams)

12/5/2017 = 325 players (3 waitlisted)

1/10/2017 = 308 players

## Player Development / Recruitment / Expansion / Promotion

### Winter FAST (Player Development)

(9U/10U) Boys & Girls = 17 participants, (11U/12U) Boys & Girls = 26 participants, (13U-15U) Boys & Girls = 23 participants. Total = 66 participants

65 participants x \$70 = \$4,550 + 1 (added late from waitlist \$59 = \$4,609

#### Costs:

Facility = \$450

18 sessions x 2 coaches = 36 total sessions x \$40 = \$1440

Gross profit = \$2,719

### Age Group Trainings Tentative Schedule (Player Development):

**9U/10U** \* Thursdays (4/5, 4/12, 4/19, 4/26) \* 4:30-5:30pm \* location TBD

**11U/12U** \* Mondays (4/2, 4/9, 4/16, 4/23) \* 4:30-5:30pm \* location TBD

**13U/14U** \* Thursdays (4/5, 4/12, 4/19, 4/26) \* 5:45-6:45pm \* location TBD

**HS Boys** \* Mondays (4/2, 4/9, 4/16, 4/23) \* 5:45-6:45pm \* location TBD

### Introduction to DYSA (Player Recruitment & Development)

Wednesdays, April 4- May 9, 2018 \*4:30-5:30pm location TBD \*Cost: \$40 (includes DYSA t-shirt)

### Coach Education

- 1) First Coach Ed. 2/15/18 \* 6-7:30pm \* FLC Student Life Center \* topic = cognitive play)
- 2) Schedule second Coach Ed. night with Dr. Miller in April.
- 3) [Transformational Coaching: The 3Cs of Effective Leadership and Team Building](#) (\$5/coach)

### Club Fundraising/Sponsorships

- 1) Total pledged to date: \$31,014 (includes Title sponsor & Durango Soccer Awards Sponsor)
- 2) Total in trade to date: \$11,500
- 3) Durango Area Tourism Office covering cost of facility for Durango Soccer Awards (\$764)
- 4) Met with Mercy Sports Medicine:
  - a. Expanding IMPACT Training to 8-14 yr olds (create a Mercy Sports Medicine/IMPACT page on DYSA Website. Resource for Parents for physical and mental health concerns)
  - b. DYSA Coaches Wellness day at their new facility
  - c. Teambuilding with parents wellness day at new facility
  - d. Discussed opportunities for DYSA to volunteer at Mercy events

### Club Promotion

- 1) Partnering with McDonalds for GOAL program. Club wide service project
- 2) Durango TV / FASTSIGNS Agreement = \$5000:
  - e. 25th Anniversary news story (DurangoTV)
  - f. Three 15 sec ads about spring reg, Intro DYSA, Fall Reg (DMV, Durango Sports Club, Durango Urgent Care, PJs Market Tequilas, Rec center)
  - g. Three 1.5 minute videos on DYSA special events DMV, Durango Sports Club, Durango Urgent Care, PJs Market Tequilas, Rec center)
  - h. Support video montage for 5th Annual Durango Soccer Awards
  - i. 50% off banners/signage

### Goals for January:

- 1) Escalante Field Improvement: Received estimate from Turf Equipment Source. Put project out to bid. Work on CSA Field Grant. Meet with Burns and Snowberger of 9R.
- 2) Move all our teams off Escalante for spring for practices and games
- 3) Continue club sponsorship drive
- 4) Spring season prep: coaches, manager, teams, extra programs, newsletter
- 5) Durango Shootout prep
- 6) Set up coach clinic for Durango P&R
- 7) Create separate tracks (Academy, Club)

- 8) BID for fields
- 9) New Hire coaches clinic, talk to other organizations and recruit their coaches
- 10) Hire field manager