



Olds Athletic Park

*We all have
“Skin in the Game!”*



Proposed Completion Date: Fall 2018



Town of Olds

**4512 46 Street
Olds, Alberta
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www.olds.ca**



Town of Olds

Olds Athletic Park - Inspirations

The Town of Olds has concluded there is a demonstrated need for more and better athletic and recreational facilities and playing fields.



Community fundraising will elevate this initiative from good to great.

The Olds Splash Park is an outstanding example of community meeting government part way to achieving more and better things for their children.

The Town of Olds has budgeted \$3 million dollars for construction on recreational reserve lands in Olds.

The Town of Olds believes there is an aptitude and an attitude in our community of stretching that government financial commitment by drawing in the contributions of donors, sponsors, corporations, small and medium sized businesses, people, families and foundations.

Community models to be inspired by...

Red Deer, Alberta - Great Chief & Edgar Parks



Great Chief Park was established in 1964, through ongoing improvements over the last few decades, it has become popular with both sports field and recreational users.



Edgar Athletic Fields

This athletic park is home to three local sports - soccer, baseball and slo-pitch.

Olds Athletic Park - Inspirations



Town of Olds



Lede Park - Leduc, Alberta

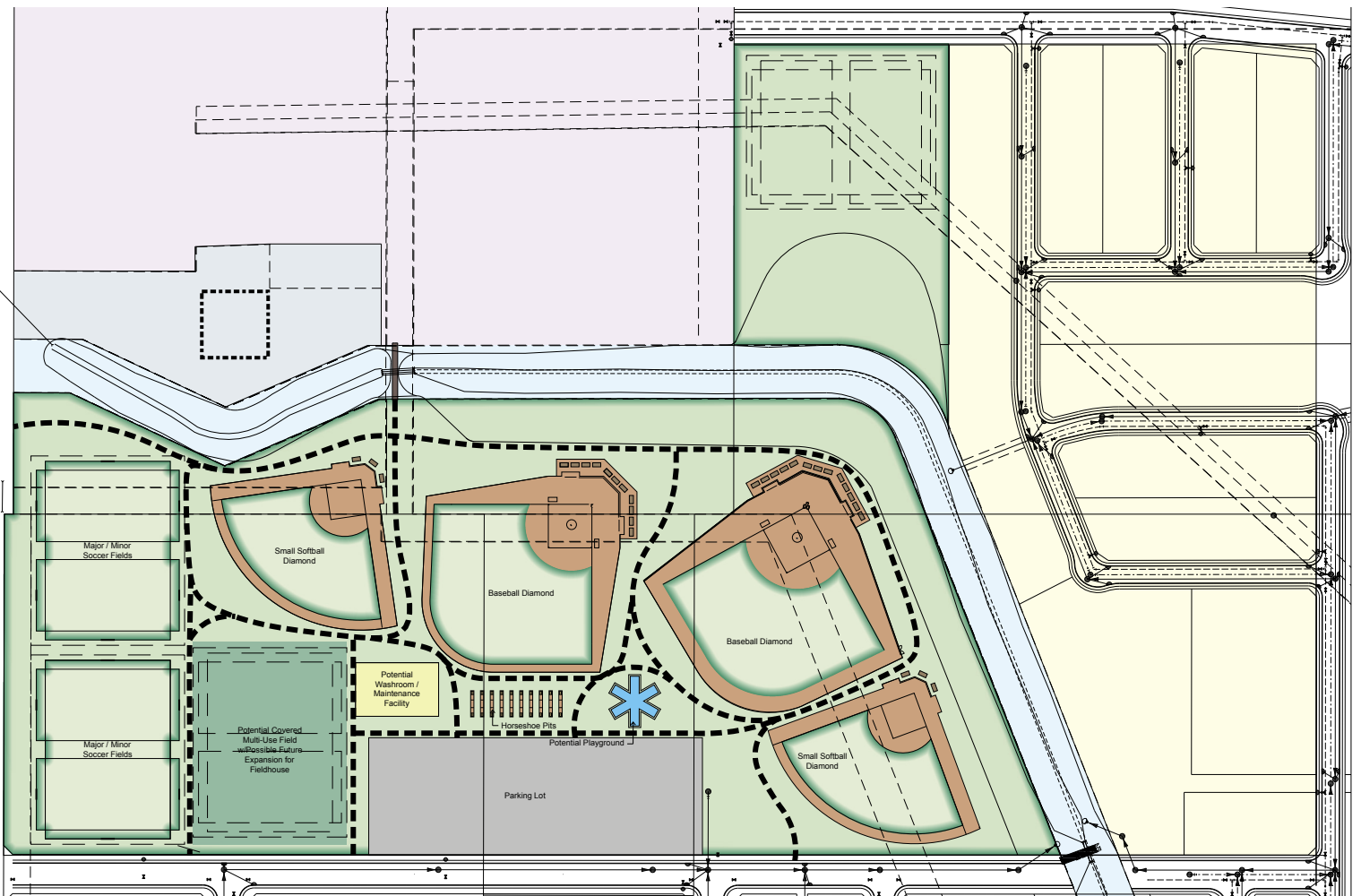
Lede Park (left photo) was named after William Lede, owner of Leduc Construction (now Ledcor Group).



Seaman Stadium - Okotoks, Alberta

Seaman Park (right photo) is named for the exceedingly generous donor and community benefactor “Doc” Seaman, in Okotoks, Alberta. Seaman Stadium is the anchor ball park or a complex of fields for many different ages of players, in recreational, development and competitive ball.

Olds Athletic Park Concept Drawing





Town of Olds

Olds Athletic Park

Olds, Alberta is a growing, dynamic, medium-sized town “in the middle of it all” centrally located within the QE2 corridor between Calgary and Red Deer.

Minor sports associations, as well as adult recreational leagues are swollen with enrollments and participation, from recreational to highly competitive levels.

Sports involvement is good physical exercise for children in an era where they get increasingly less of it, often in favour of indoor “screen time”. Perhaps even more importantly, organized sport is an outstanding teacher of many critical life skills:

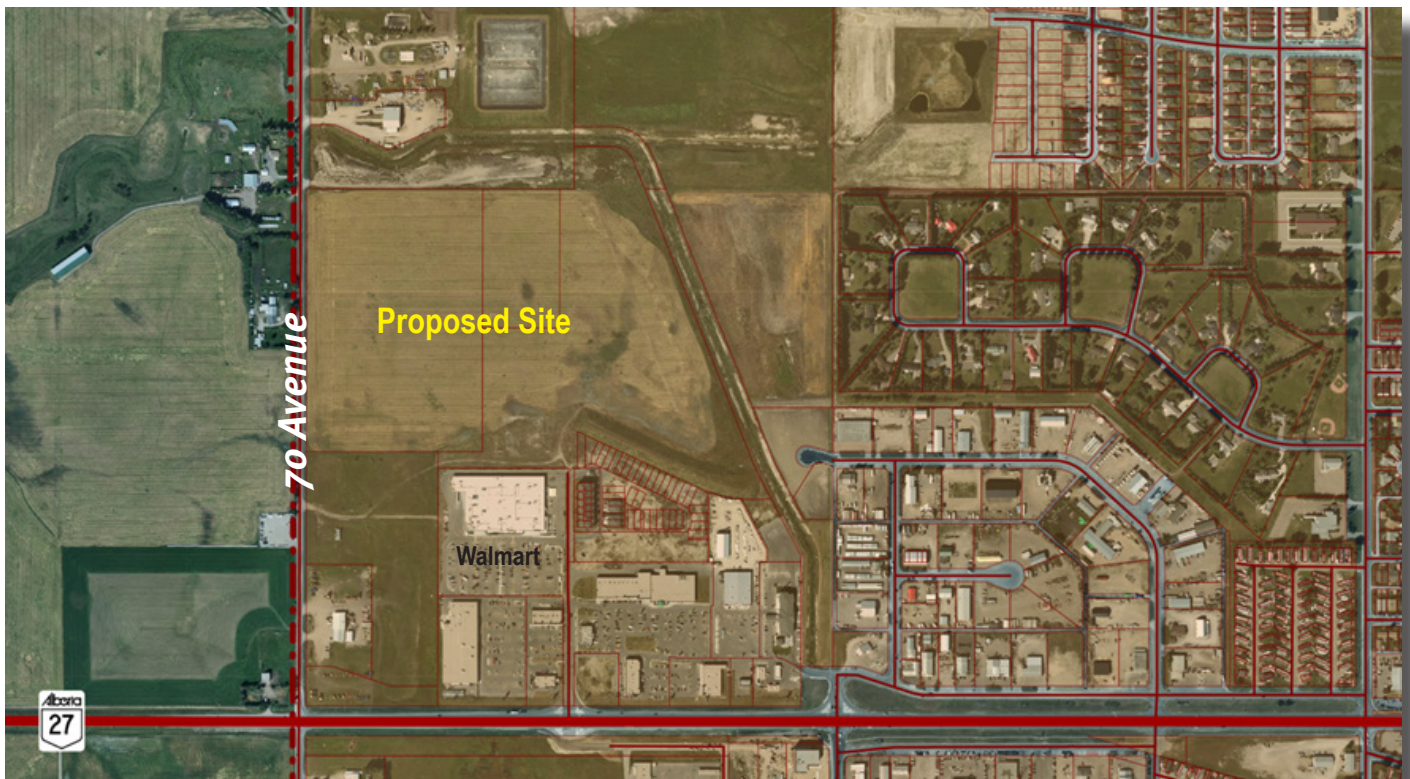
- Teamwork
- Preparation
- Work ethic
- Cooperation and sportsmanship
- Perseverance
- Time Management and prioritization
- How to fail - How to lose - and how to keep swinging and kicking after each setback.

Over the past 3-5 years, baseball, soccer, softball, and slo-pitch participation has shown marked, steady and

significant growth.

Much of the growth on the soccer side has been fuelled by the inspiration provided by the international achievements of the women’s national team; and much of the huge increase in participation and interest on the baseball/softball side has been spurred by the success of the Toronto Blue Jays. The growth shows in both quantity of children playing in our community, and in the calibre of play, from short-season “house leagues” to Provincial and Western Canadian competition at B, A, and AA levels.

- Soccer Canada reports 823,450 players registered in Canada.
- Alberta Soccer has 90,936 registered players, 66,000 are youth (up 6% over 2014)
- Baseball Alberta reported an increase in registrations for 2016 of 23% over numbers for 2015.
- Baseball Canada reveals that registration and participation are up 14% over last year’s numbers, and that that participation has increased in 10 out of 10 provinces.



Aerial View of the North West corner of Olds.



Olds Minor Soccer has had steady and essentially maxed-out enrollment numbers over the last few years.

The Minor Soccer program has been unable to make significant changes due to a severe lack of field space and have had to cap enrollment in certain age groups due to the lack of facilities. Minor Soccer registrations in Olds would have topped the 400 player mark if we had facilities to accommodate them.

The Alberta Soccer Association has seen significant retention rate losses within rural communities, as quality players are lost to cities where there is more room to grow within the sport. Rural communities would have a much higher retention rate if they were able to tier players and offer them greater exposure and opportunities to continue in the sport.

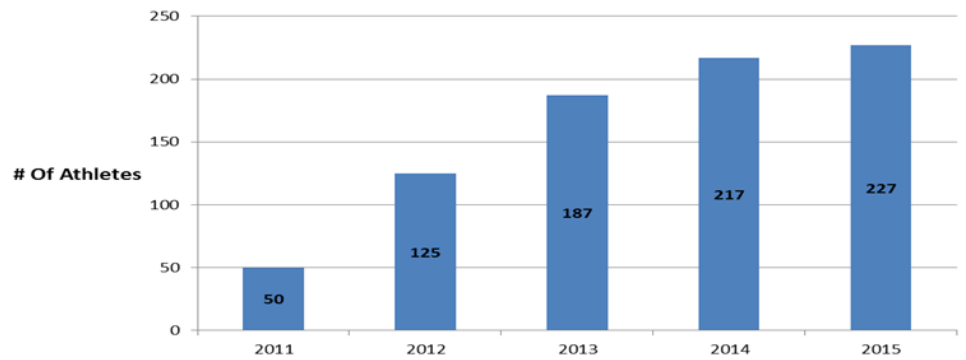
Alberta Soccer has a vested interest in our community to secure substantially improved playing field capacity, as they wish to see the sport as successful in rural Alberta as it is in urban centres. Alberta Soccer may be persuaded to provide capital facility grants that would match local fundraising efforts.

“Sport has the power to change the world.” - Nelson Mandela

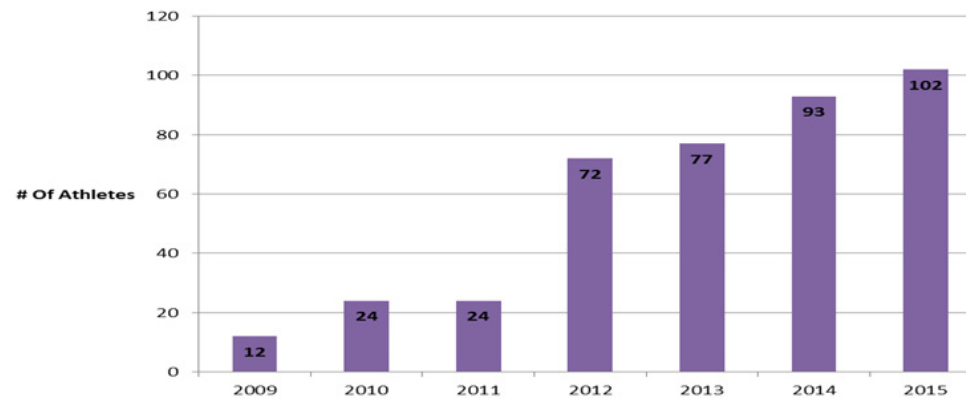
“Let parents bequeath to their children not riches, but the spirit of reverence.” - Plato

“Sport is the most powerful social program for teaching character and life skills in kids in the history of the world.” - Jordan Cleland

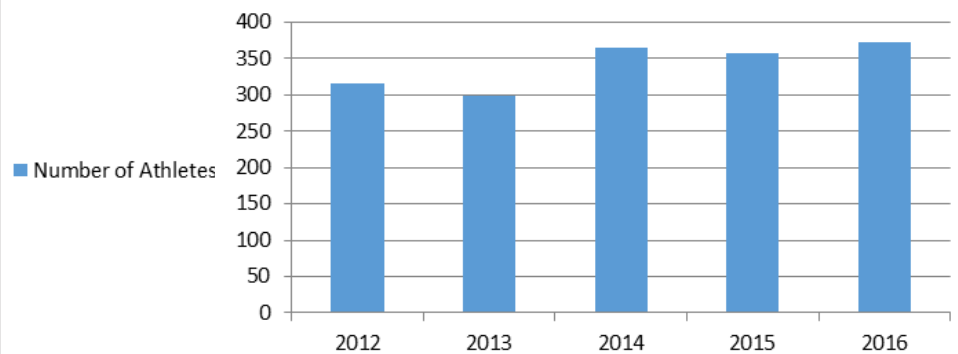
Olds Minor Baseball



Olds Minor Softball



Olds Minor Soccer Club



Chinook's Edge Cumulative Enrollment Projections

2% Kinder Growth Rate 1% Trickle In

Grade	14-15	15-16	16-17	17-18	18-19	19-20	20-21	21-22	22-23	23-24
Kindergarten	130	133	135	138	141	144	146	149	152	155
Grade 1	154	136	139	142	144	147	150	153	156	159
Grade 2	128	156	138	140	143	146	149	151	154	157
Grade 3	123	129	157	139	142	144	147	150	153	156
Grade 4	132	124	131	159	140	143	146	149	152	155
Grade 5	142	133	125	132	160	142	145	147	150	153
Grade 6	138	153	145	137	143	172	153	156	159	162
Grade 7	148	139	155	146	138	145	174	155	158	160
Grade 8	128	149	141	157	148	139	146	175	156	159
Grade 9	160	149	171	162	178	169	161	168	197	178
Grade 10	167	162	151	173	164	180	171	162	169	199
Grade 11	182	169	163	152	174	165	182	172	164	171
Grade 12	166	184	170	165	154	176	167	183	174	166
K-12 TOTAL	1898	1917	1921	1941	1969	2012	2036	2072	2095	2130

Helping their Dream Become a Reality!

Charitable Giving



Town of Olds



The fundraising initiative for the new soccer fields, softball/ baseball diamonds has gone very well with over \$200,000 raised for direct costs to capital construction and facility features for the new Olds Athletic Park.

The majority of this running total has been donated through business and corporate sponsorship, which is to say that these local and regional businesses want to do good for our youth and the community, and are also motivated by the advertising, marketing and good corporate citizen exposure and publicity of their contribution.

Smaller portions of the running total of success have come from family or personal donations. Donors are motivated by making awesome things happen in the community and they also benefit from a personal charitable tax receipt allowing the donor to recover about 30 - 35 % of the contribution when filing their personal tax claim.

To date, donations of \$1,000 and \$5,000 have been received from citizens who don't have any connection to minor sport in Olds, and among those donors who have "skin in the game" are Pam and Les Dodd, with a son in baseball and a daughter in softball. They've taken the vanguard position with a generous donation of \$10,000! Baseball and softball family Lindsay and Steven Martinson have stepped up to the plate with charitable donations of \$5,000 each.

It takes an entire Community to build an Athletic Park!

You too can become an Olds Athletic Park Supporter!

We all have "skin in the game" parents, grandparents, uncles and aunts are extra motivated to see a new Olds Athletic Park succeed because their children, grandchildren, nieces, nephews and neighbours will be the direct beneficiaries of this outstanding new facility.

Fielder / Sweeper	\$100
Catcher / Keeper	\$250
Pitcher / Striker	\$500
Home Run / Goal	\$1,000
Complete Game / Clean Sheet	\$2,500
World Series / World Cup	\$5,000
Grand Slam Walk Off / Golden Goal	\$10,000



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