



# PARADISE SOCCER CLUB

Town of Paradise Council Meeting

December 5<sup>th</sup>, 2017

Paul North  
David Button  
Larry Vaters

# Paradise Soccer Club

## EXECUTIVE SUMMARY



### ISSUE STATEMENT

**The Town of Paradise needs a a turf field to maximize capacity within the current soccer complex to capitalize on growth opportunities and keep our youth active within our Community.**

### PARADISE SOCCER

- Our mission is to provide a valuable recreational opportunity for the residents of the Town of Paradise and to promote community spirit through the sport of soccer.
- 3 consecutive years of membership growth
- National Team Coach Alex McNutt, hired to implement updated training and coaching for all members
- 20 All Star Teams in 2017 up from 17 in 2016
- Largest sporting group in Paradise
- 2018 Men's Senior Challenge Cup Team
- 2018 2 Senior Women's Intermediate Teams
- 2017 Host of Sunsplash Youth Tournament (600+ children) and 6 Metro league Weekends
- 2016 Host of 4 National Challenge Cup Playoff Games

### GROWTH

- Revenue: on track to produce \$230,000 in 2017 versus \$196,081 in 2016 and \$150,264 in 2015
- Sponsorship: \$34,150 in 2017, \$21,600 in 2016 and \$16,800 in 2015
- Membership: 817 players in 2017, 783 in 2016 and 723 in 2015

# Paradise Soccer Club

## GROWTH OPPORTUNITIES



### PARADISE

- 817 Members
- No turf

### ST. JOHN'S

- 2058 Members
- Turf Field

### MT. PEARL

- 934 Members
- Turf Field

### CBS

- 1234 Members
- Turf Field

### PORT COVE – ST. PHILIPS

- 327 Members
- Turf Field

## TURF OPERATIONS

- Turf Rental May 2017 \$5,000
- Season Start Date for Turf fields – May 9<sup>th</sup>
- Season Start Date for Grass fields – June 15<sup>th</sup>
- Turf Field season – April-December
- Grass Field season – June –September
- Youth have to travel outside of our community to practice
- Youth are leaving PSC for better training opportunities



The Canadian Soccer Association  
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Paul North  
Paradise Youth Soccer Association

17 October 2016

Dear Paul

Thank you for being one of the host venues for the 2016 SportChek National Club Championships. I must congratulate your team and that of the City in ensuring that the field was brought to the standard required for such a prestigious event. We were also blessed with some fantastic weather that assured the integrity of the playing surface.

Moving forward, as we discussed, we cannot always guarantee the weather will cooperate and as such Canada Soccer would recommend an artificial turf field at your location that would enhance your opportunities to host, and hopefully lead, further events of this stature. If this is a reality Canada Soccer would be pleased to provide technical input to ensure that you are not left with a field that does not meet the standards required to host competitive matches.

Thank you once again, we look forward to working with Paradise Youth Soccer Association in the future.

Kind regards

Joe Guest  
Deputy General Secretary

# Paradise Soccer Club

## PROPOSED SOLUTION



### STRATEGIC PARTNERSHIP

- In 2013 PSC provided \$100,000 to Council as a contribution towards Lights and a Turf Field
- Town to pay for field – approx. \$1.2m
- 8 weeks to build
- Design Build for Turf Field complete
- Location determined – Dianne Whelan Memorial Soccer Complex Field 2
- PSC is interested in having further discussions with the Town regarding the operation of the field and upgrades to soccer Clubhouse to formulate mutual partnerships
- Upgrades to include – extension and event facilities
- Expand programming such as National Tournament Availability

**\*Similar facilities raise \$60k in rental revenue annually**

Questions?

