



# SOCA Field House at Belvedere



**“A Home for All Seasons”**

Soccer Organization of the Charlottesville Area



# Introduction to SOCA

- Largest Local Community Sports Organization
- 501(c)3 Not-For-Profit
- Founded in 1982, Charlottesville
- \$2.48 Million Annual Operating Budget
- 2014, Merged with Augusta FC
- 13,000 Annual Registrations





# Inclusive



**All welcome - Young to Old, Novice to Expert**



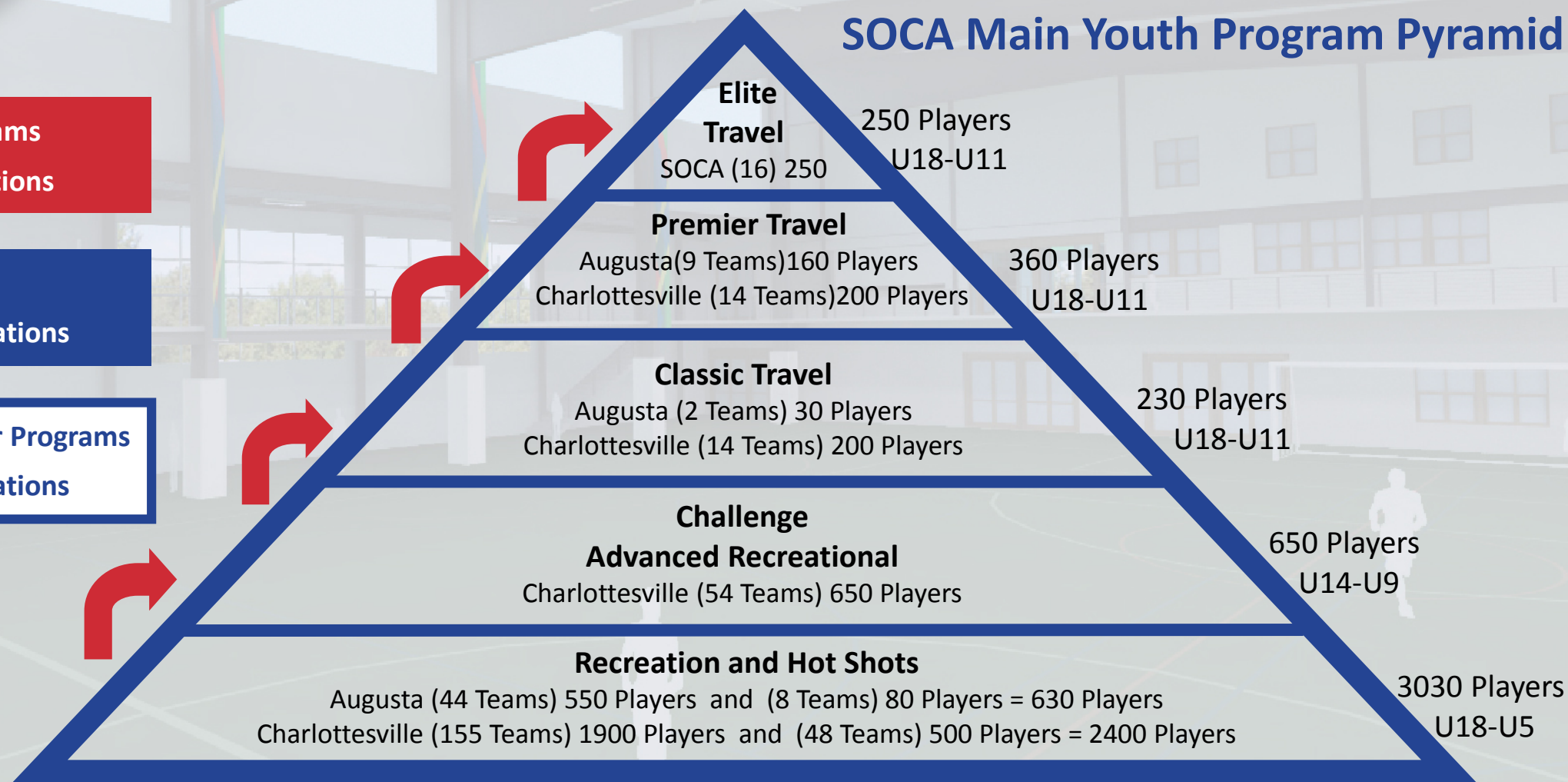
# Comprehensive

## SOCA Main Youth Program Pyramid

**Supplemental Programs**  
750 Annual Registrations

**Adult Programs**  
3225 Annual Registrations

**C-ville Winter Indoor Programs**  
1670 Annual Registrations



SOCA's Youth Participation is **59% Male and 41% Female**



# Weekend Snapshot

- 5500 Local Players
- 400 Teams
- 700 Coaches
- 240 Games Played Each Weekend
- 50 Different Game Fields Managed
- 250 Referee Assignments

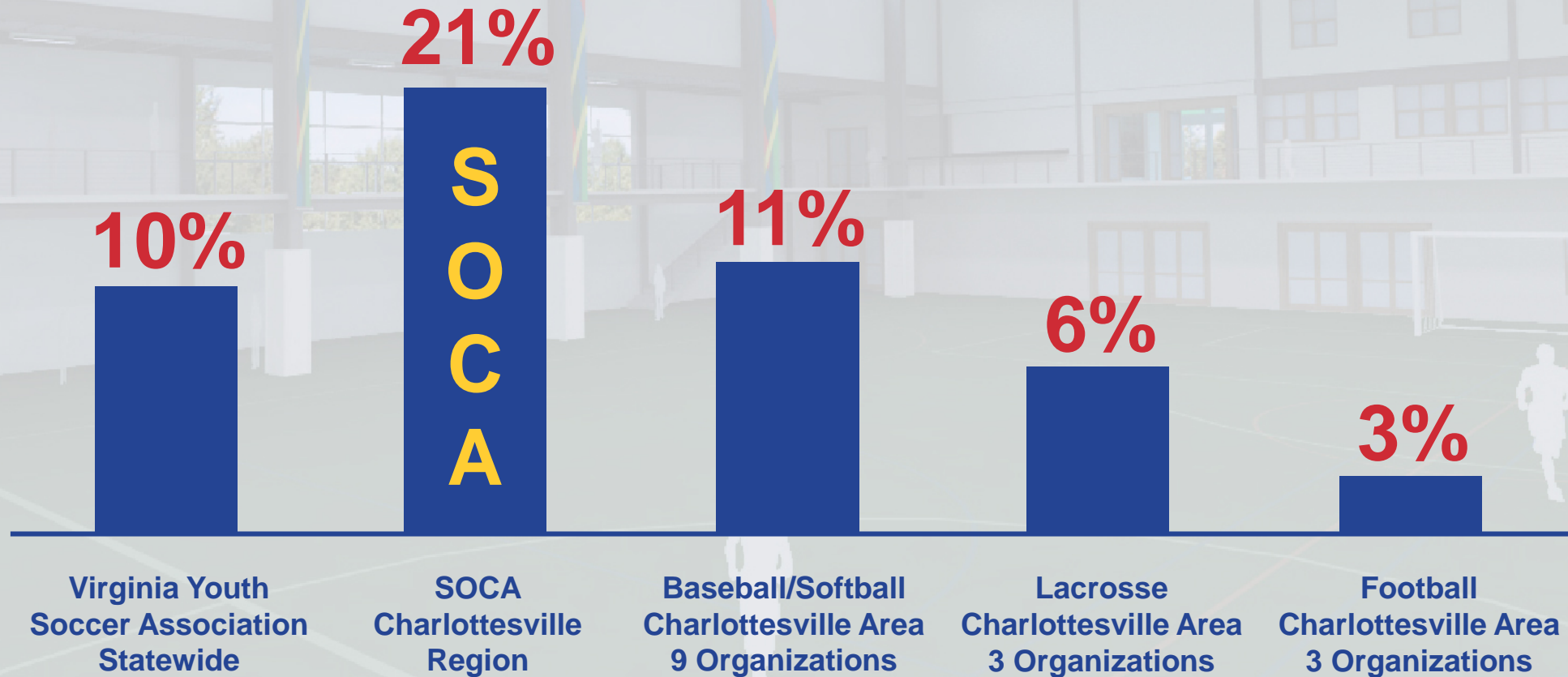


SOCA U16 Boys - 2011 State Cup Champions



# Market Penetration

## Percentage of Youth Participation, Age 5-18





# Outreach Program

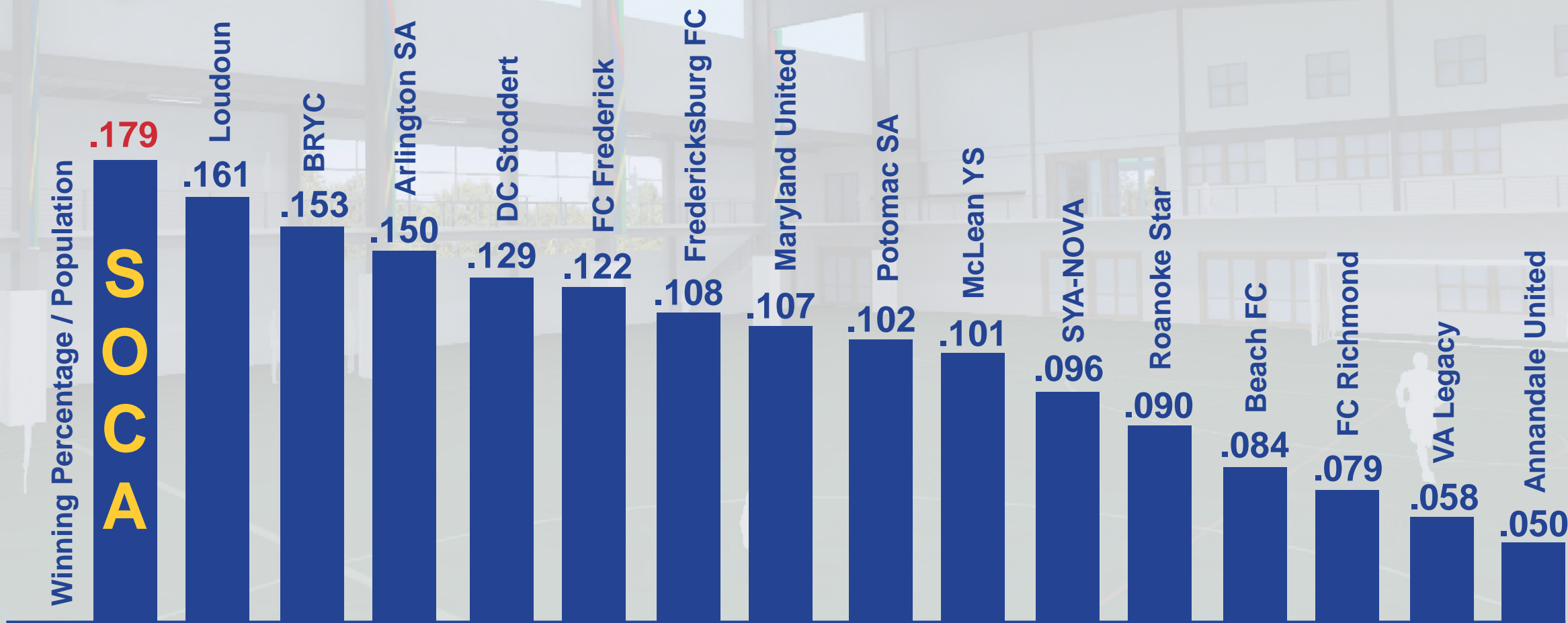
- **\$100,000 annual financial assistance grants**
- **5% of SOCA's total annual budget**
- **Includes 120 players annually from under served communities**
- **642 total financial assistance awards in 2014**





# Over Achieving

## Club Winning % Per Population Base: Fall 2014 CCL Results

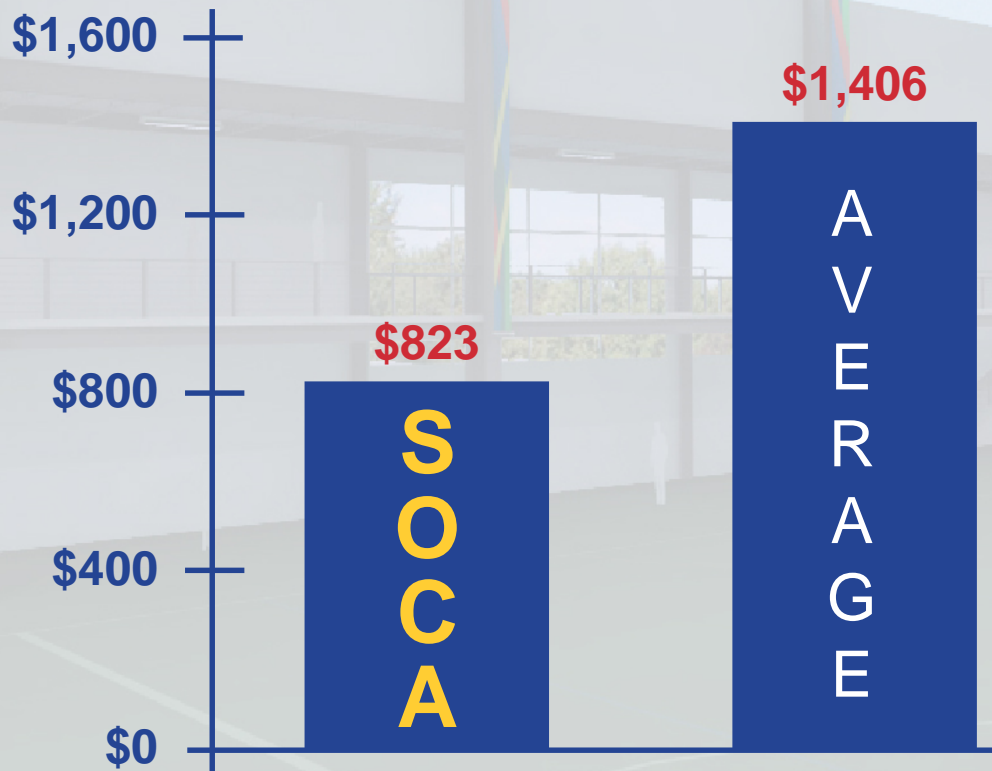






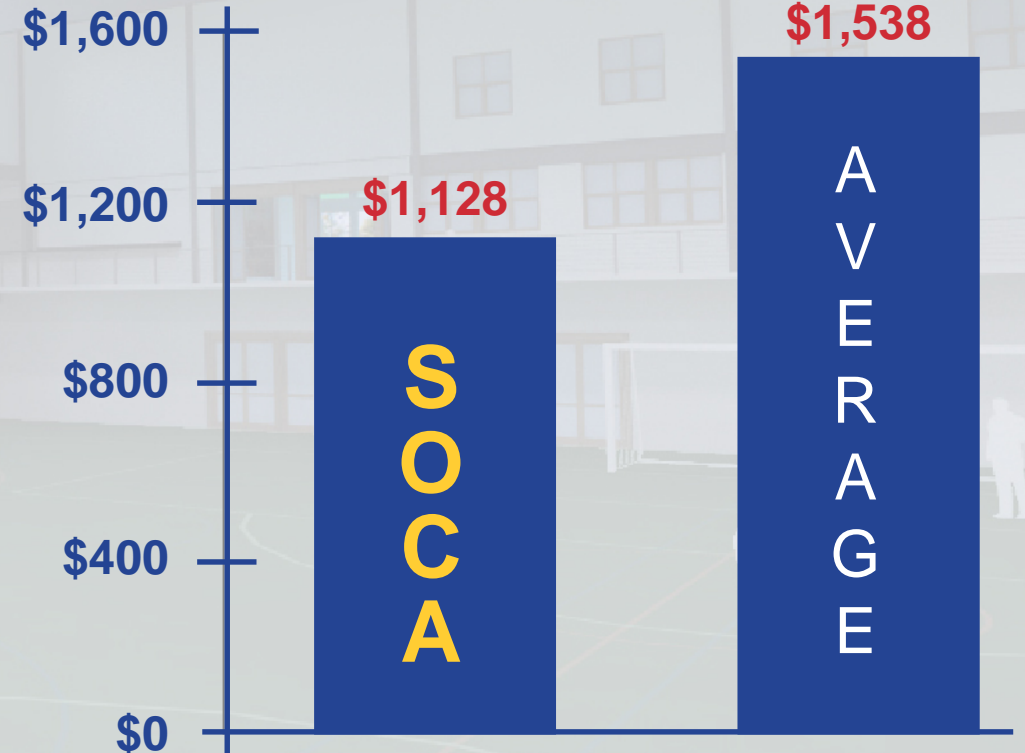
# Affordability

## Annual Youth Travel Soccer Fee Comparison



U18-U15 Fees

SOCA = 41% Less



U14-U11 Fees

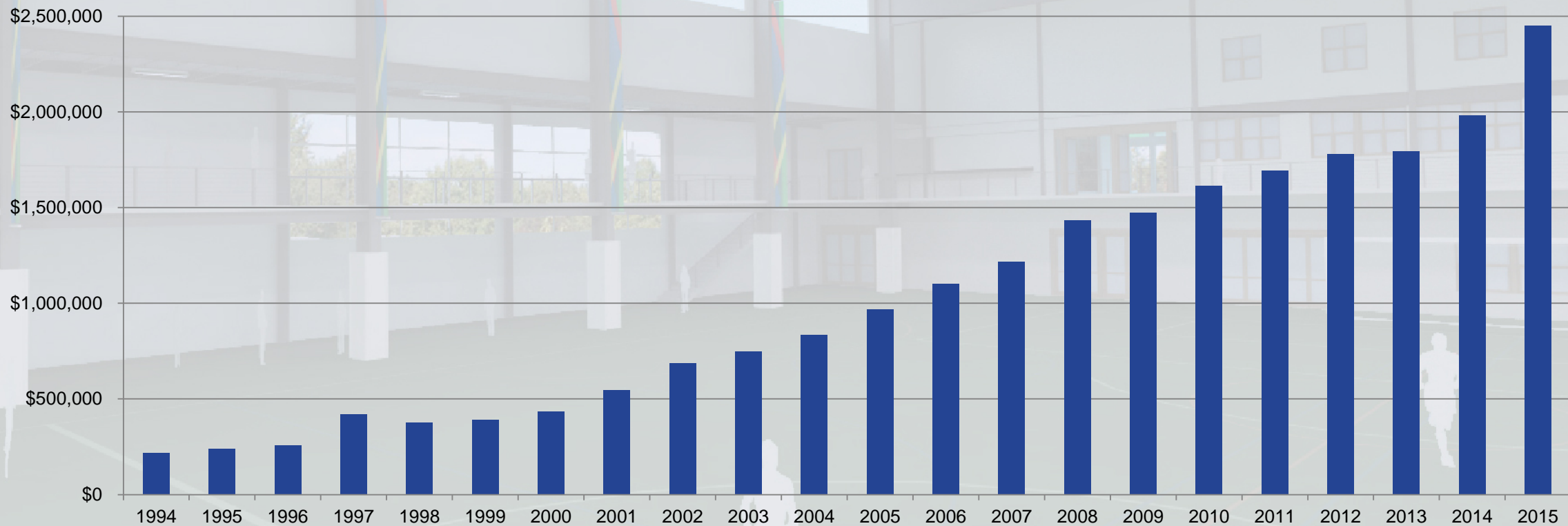
SOCA = 27% Less

SOCA compared to: FC Richmond, Beach FC, Fredericksburg FC, Virginia Legacy, Richmond Strikers, Richmond Kickers



# Fiscal Budget

## SOCA Budget: 1,019% Growth Over 21 Years!



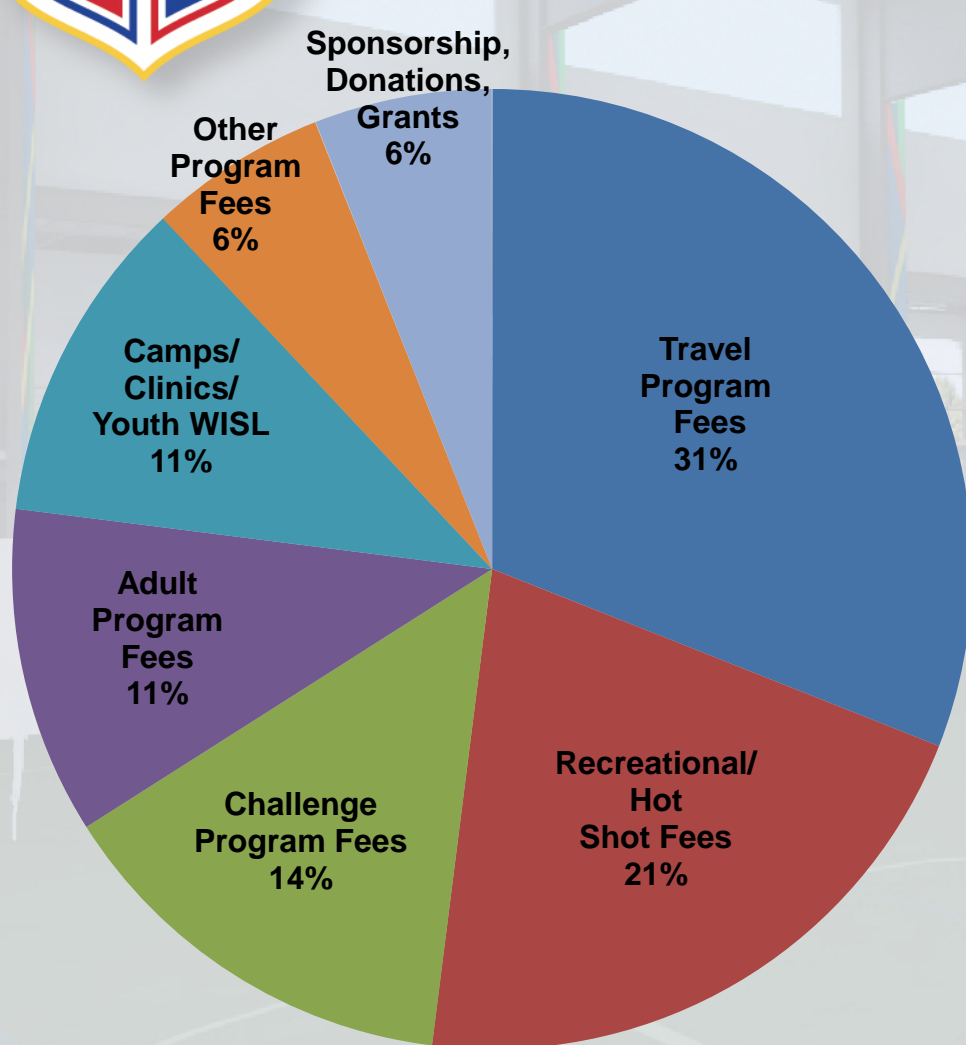
**Club Growth: Players = 223%**

**Programs = 446%**

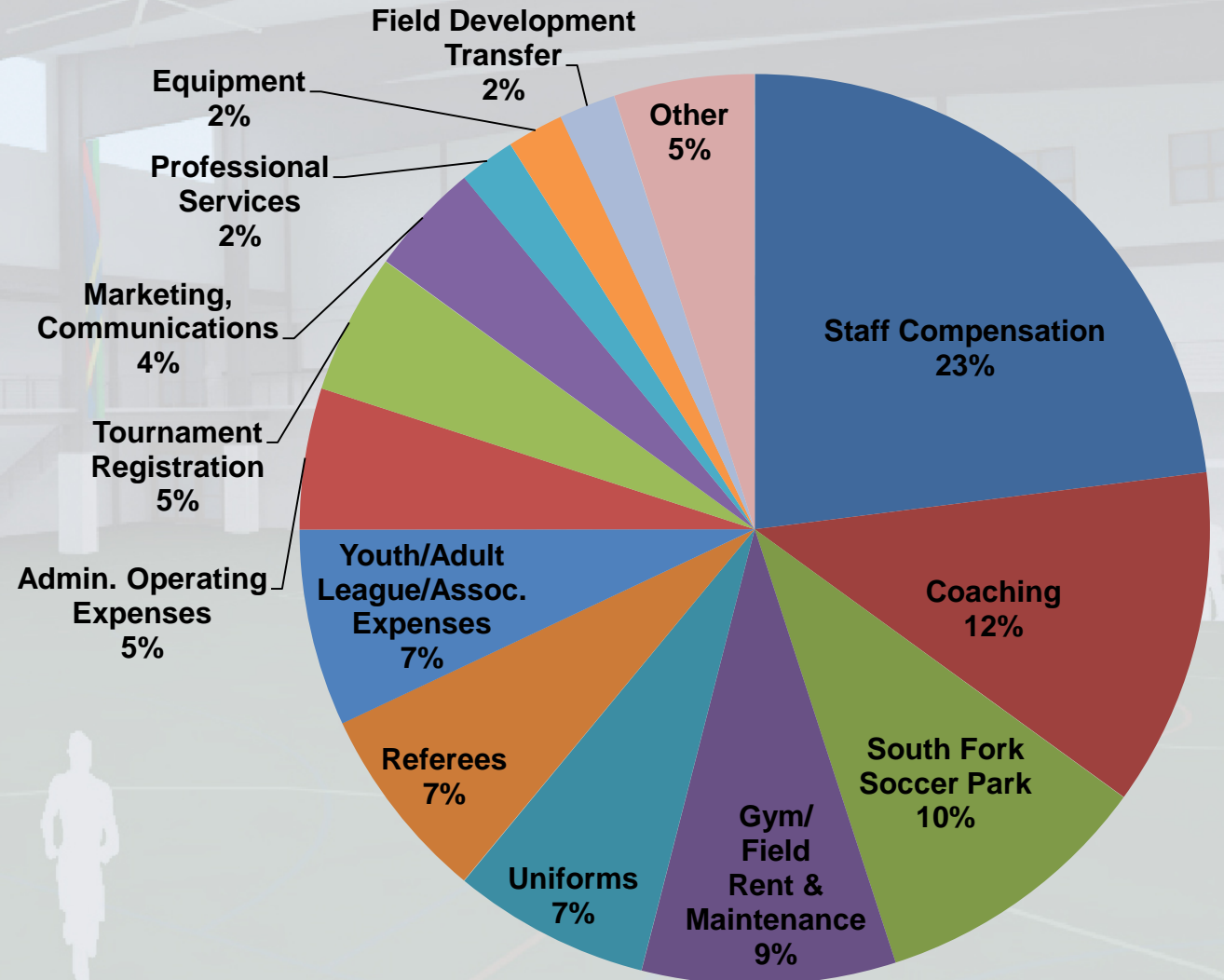
**Staffing = 800%**



# Fiscal Budget



SOCA Income Sources: 2014



SOCA Major Expenses: 2014



# Field Facts

- **No Soccer-Specific Indoor Facilities**
- **No Lit Soccer-Specific Fields**
- **No All-Weather Soccer-Specific Fields**
- **Local deficiency of suitable soccer fields, putting continual pressure on existing fields.**





# Unsuitable Facilities





# Overuse

- **240 Games/50 fields =  
5 Games/day +/-**
- **Grass Fields Used 250%  
Above Recommended Level**
- **Field House = 3 Outdoor Fields**





# Solutions - SFSP

- **6 Fields, \$1 Million Project**
- **Successfully Built, Operated & Managed**
- **Great Fields, but Not Enough**
- **Subject to Weather Closings**





# Solutions - Belvedere

## PHASE 1

### Field House

Indoor Field  
and Supporting Spaces

Status: Ready for Development

Budget: \$5,280,198

Timeline: Winter 2017

## PHASE 2

### Stadium

Lit, All-Weather,  
Full-Size Field

Status: Property under agreement

Budget: \$2,800,000

Timeline: Fall 2018

## PHASE 3

### Soccer Park

4 Grass, Championship  
Quality Fields

Status: Property under agreement

Budget: \$1,100,000

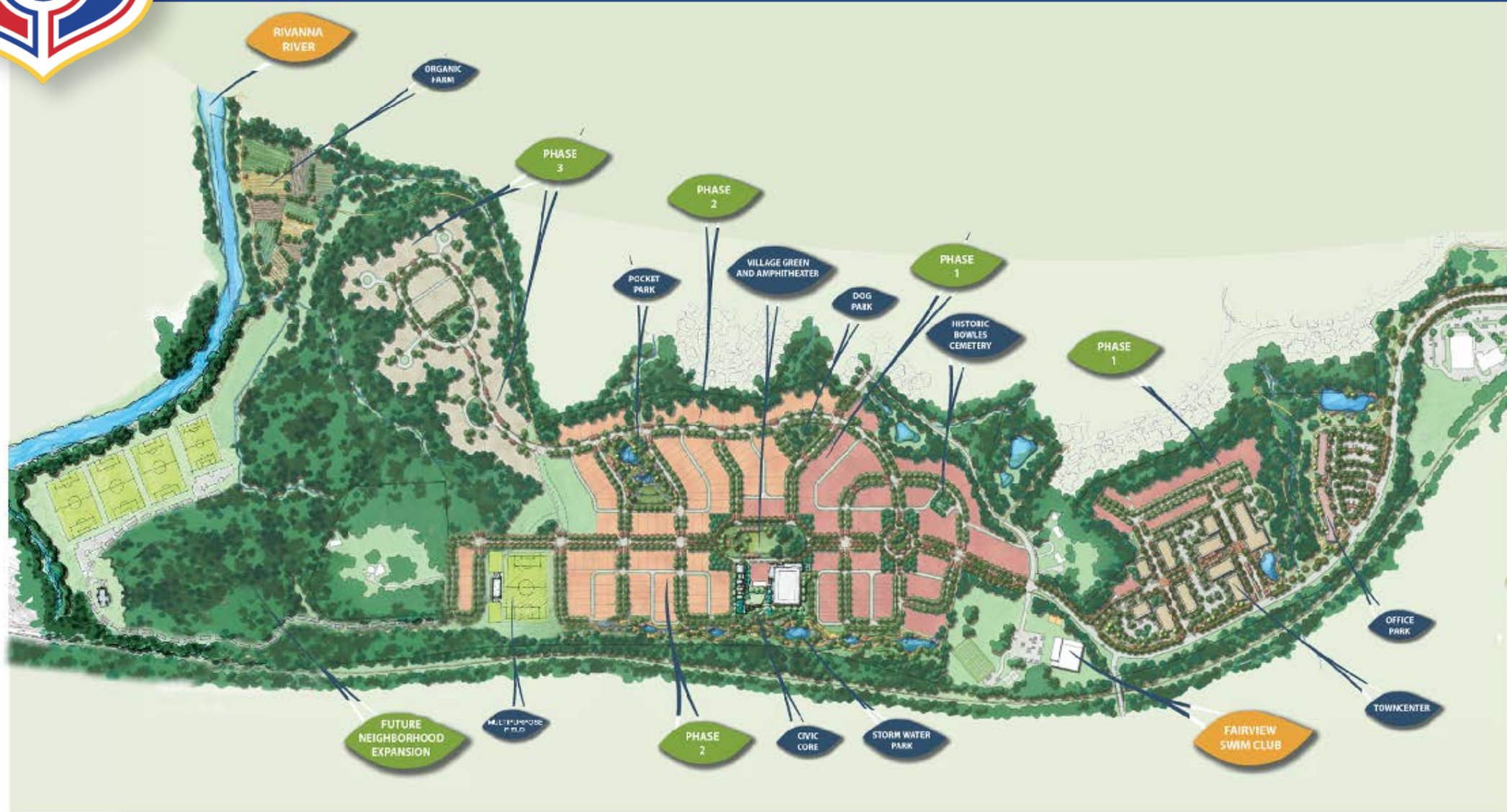
Timeline: Fall 2020

**\$9.18 Million Total Campus Development Budget**





# Solutions-Belvedere





# Solutions – Field House



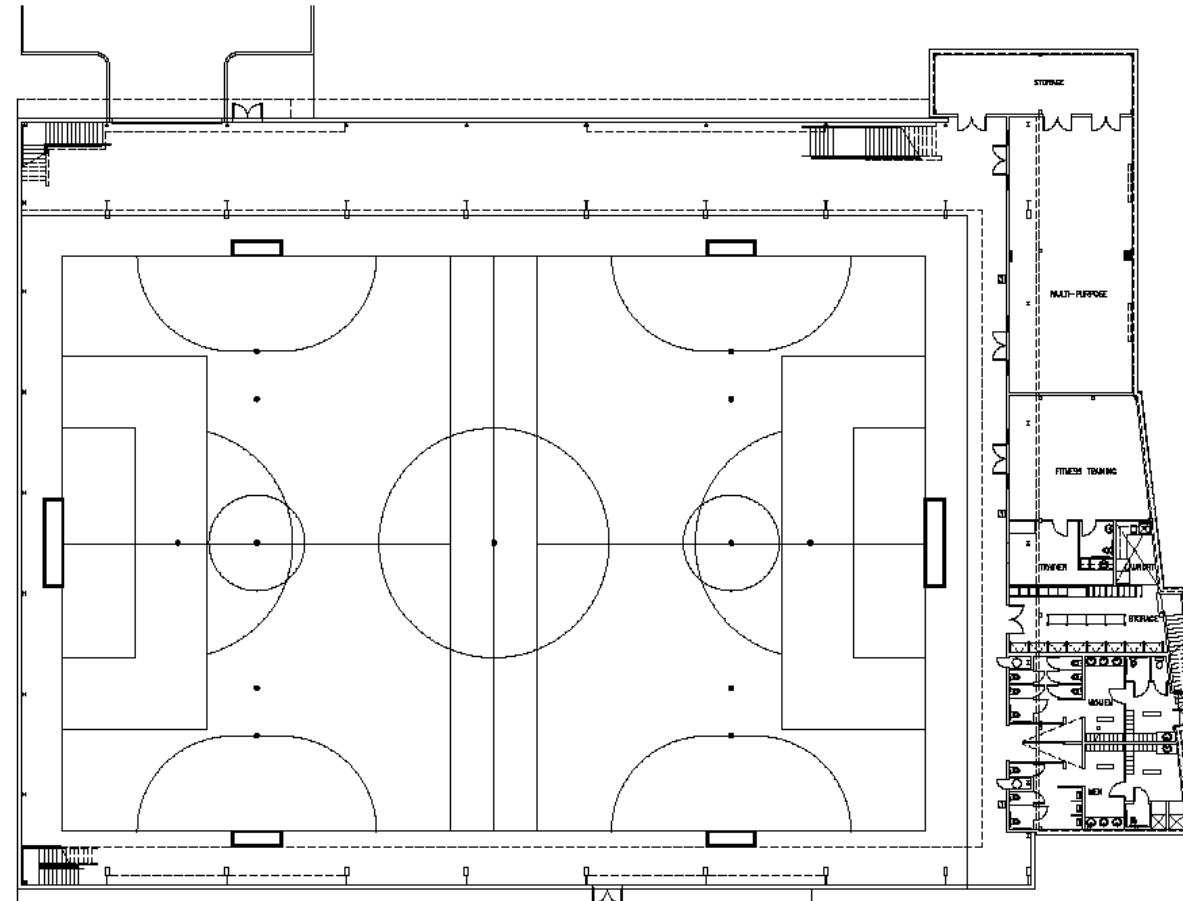


# Solutions – Field House





# Solutions – Field House



**SOCA FIELD HOUSE AT BELVEDERE  
FIELD LEVEL PLAN**



# Solutions – Field House





# Solutions – Field House





# Use & Users

## Existing Programs

- Winter: Entire Indoor, Youth & Adult
- Summer: Camps, Clinics
- Fall/Spring: U-10 Games, Practices, Clinics

## New Options

- Youth & Adult Tourny Series
- Mid-Week Adult Leagues
- Summer High School League
- Open Gym, Rentals

**Coach Education**

**Referee Training**

**Families!**





# Solutions – Field House Financials

## Operating Budget

- **\$162,000 Annual Operating Budget**
- **\$168,000 projected income from new program offerings, increased enrollment and fees in existing programs, field rental and sponsorships.**

## Capital Funding

- **Debt service funded by: reallocating existing expenditures for gym and office rental, field development transfer, annual campaign funds, and fees.**
- **\$82,000 spent annually on existing rentals. \$44,000 annual field development transfer.**





# Solutions – Field House Budget

- **Capital Campaign Budget: \$5.3 Million**
- **Loan: \$3.5 Million**
- **Completed or Pledged: \$887,000**
- **Campaign Remaining: \$913,000**
- **Compare \$96/sq. ft. vs \$163/sq. ft. for UVa Indoor Football Field**
- **Status: Approved!**  
**Bid Documents Prepared**





# Partnership Opportunity

- Naming Rights
- Lead Gifts
- Giving Plan
- Challenge, Matching Grants
- Gifts-In-Kind





# SOCA Thanks You For Your Support

