



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
- \$2.93 Million Annual Operating Budget
- 2014 - Merged with Augusta FC
- 13,000 Annual Registrations
- 7300 Unique Players Each Year





Inclusive



All welcome - Young to Old, Novice to Expert



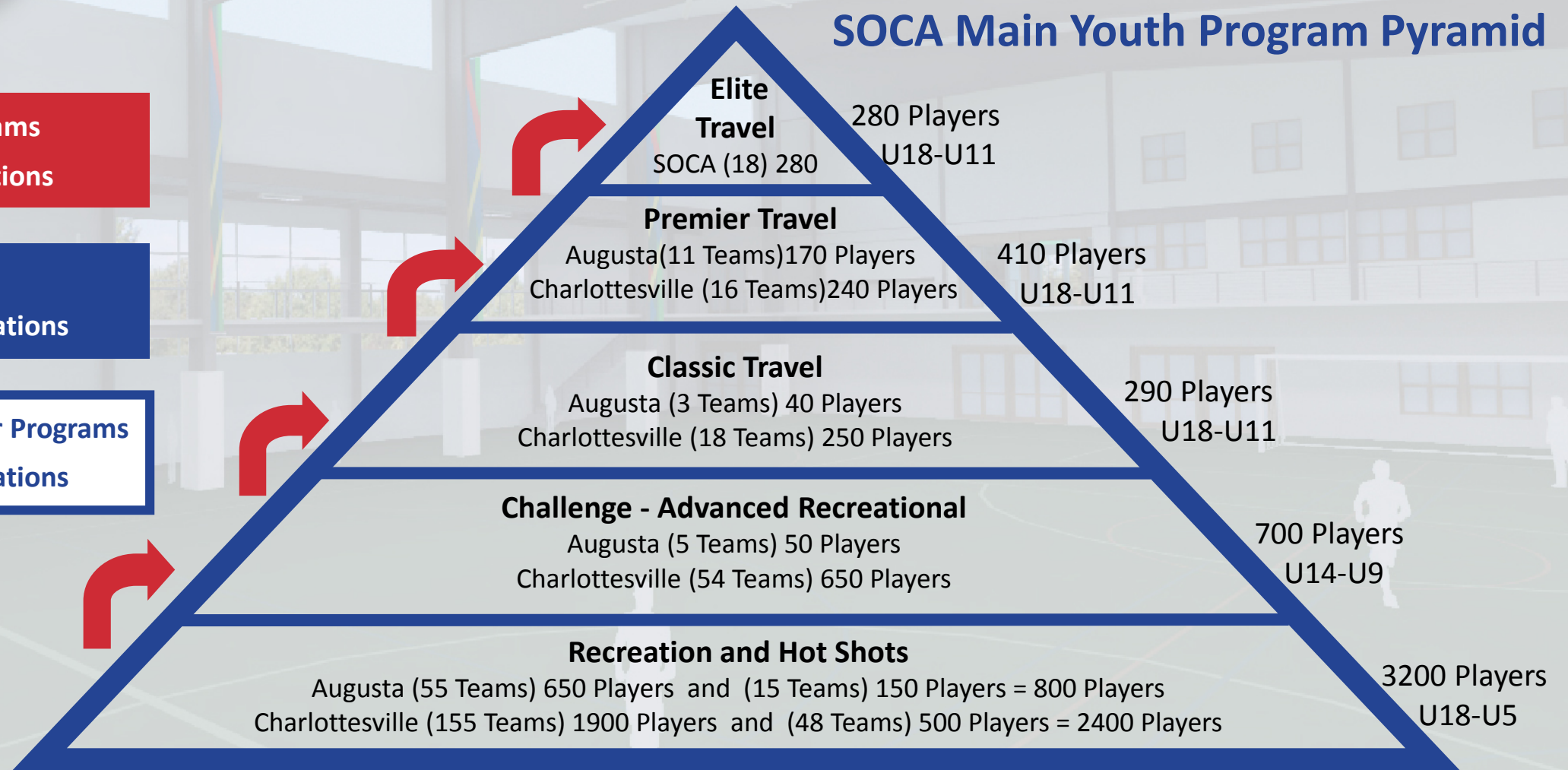
Comprehensive

Supplemental Programs
750 Annual Registrations

Adult Programs
3225 Annual Registrations

C-ville Winter Indoor Programs
1670 Annual Registrations

SOCA Main Youth Program Pyramid



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

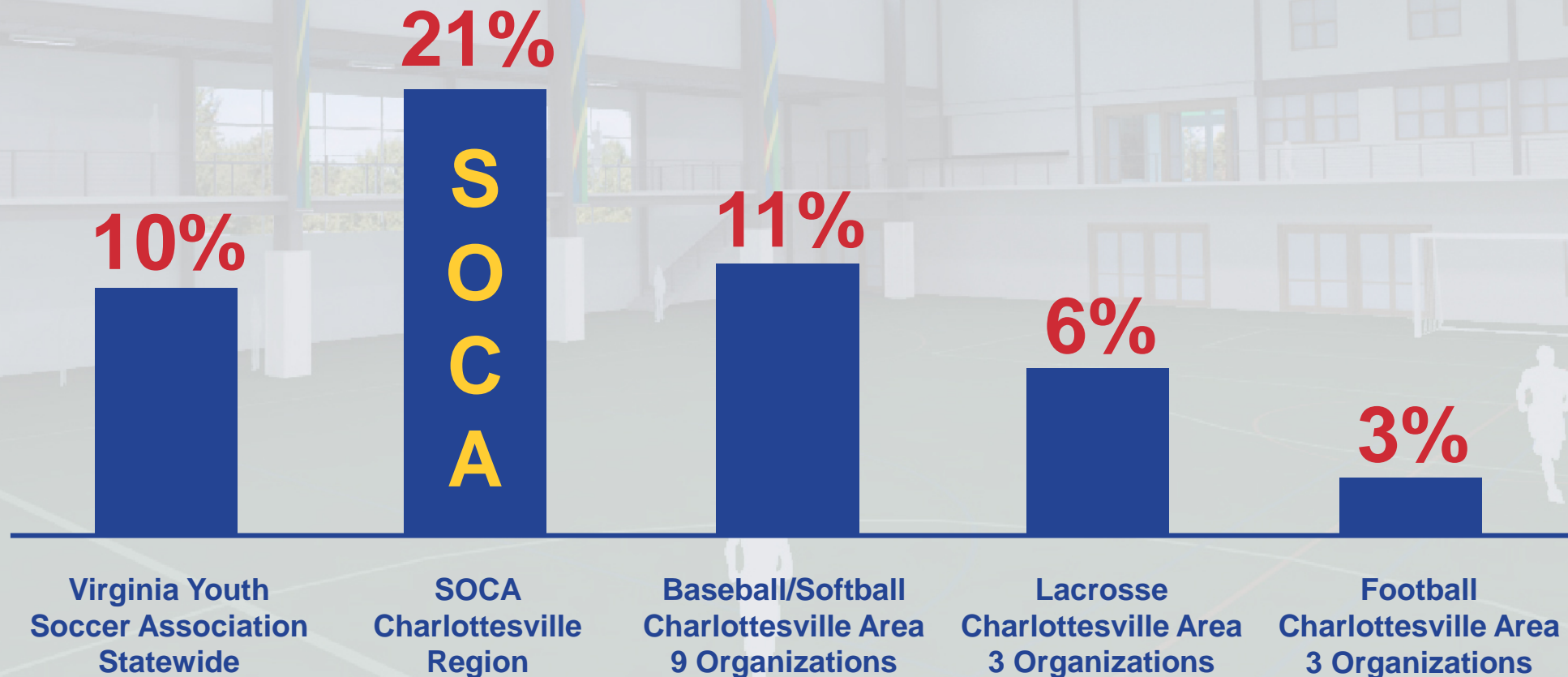


SOCA U17 Boys - 2016 Virginia State Cup Champions



Market Penetration

Percentage of Youth Participation, Age 5-18





Outreach Program

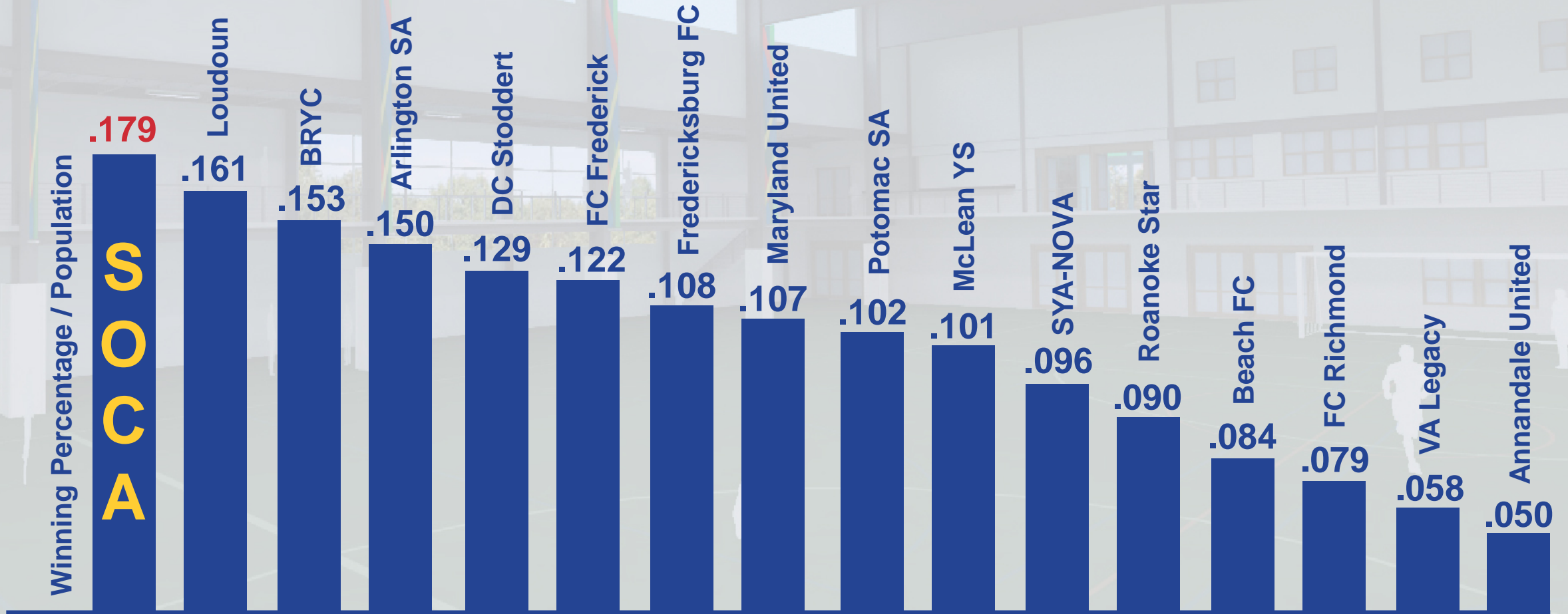
- \$125,000 annual financial assistance grants
- 4% of SOCA's total annual budget
- Includes 130 players annually from under served communities
- 700 total financial assistance awards in 2017





Over Achieving

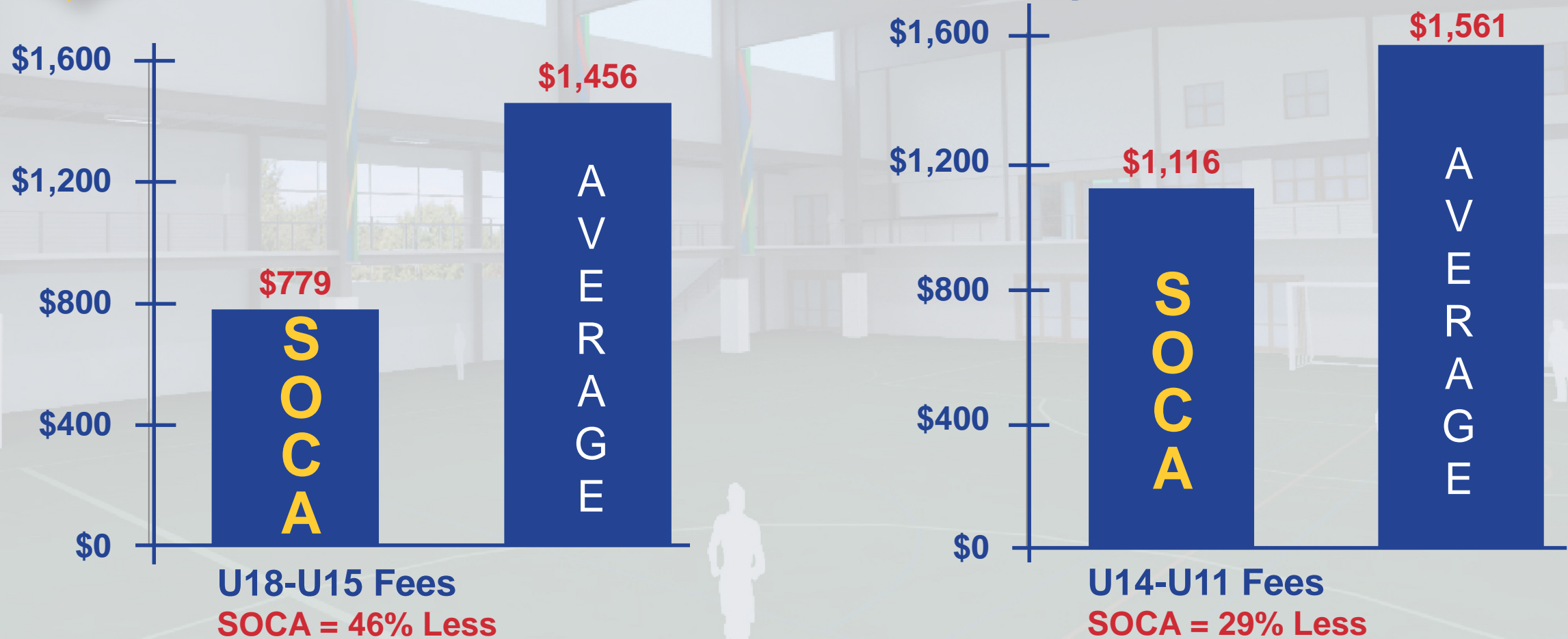
Club Winning % Per Population Base: Fall 2016 CCL Results





Affordability

Annual Youth Travel Soccer Fee Comparison



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



Fiscal Budget

SOCA Budget: 1,241% Growth Over 23 Years!



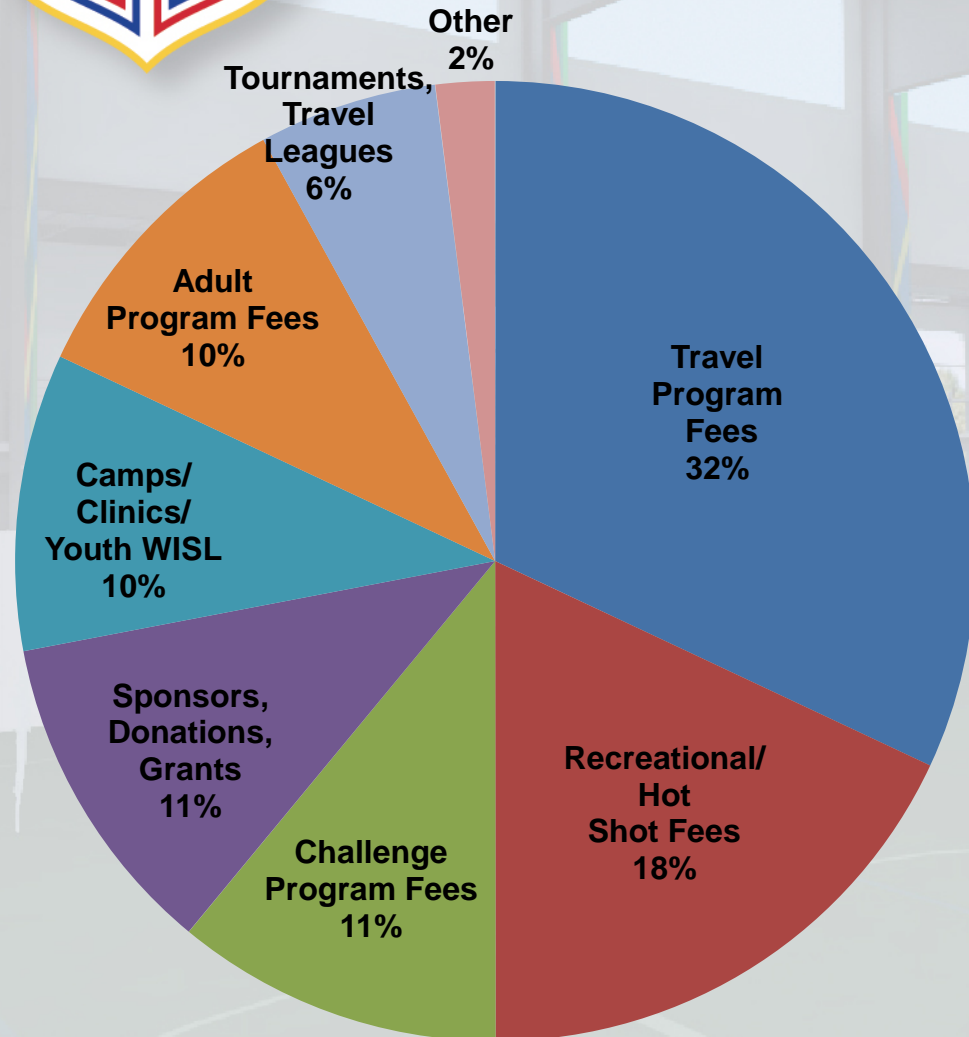
Club Growth: Players = 223%

Programs = 446%

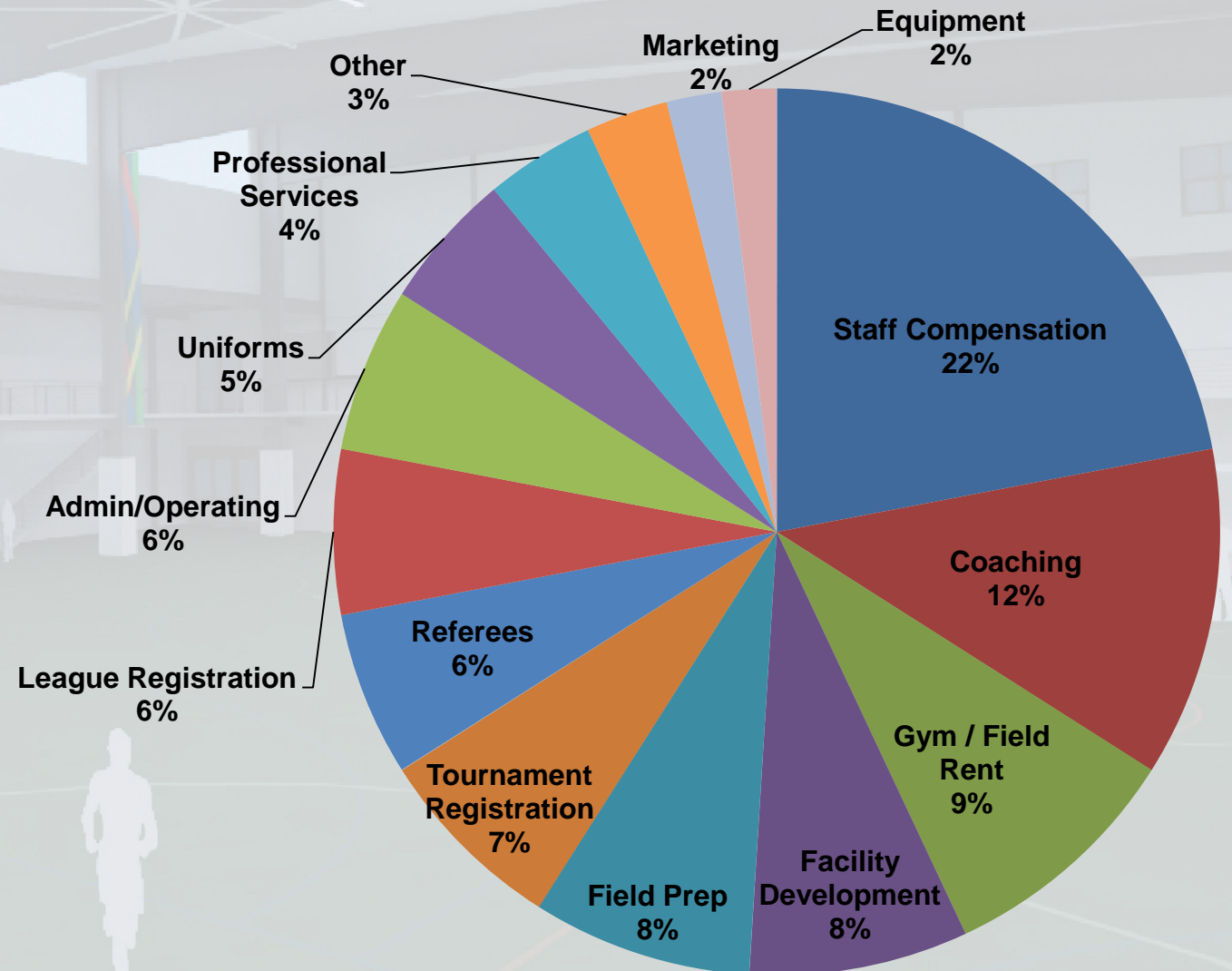
Staffing = 800%



Fiscal Budget



SOCA Income Sources: 2017



SOCA Major Expenses: 2017



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: \$5,582,211

Timeline: Winter 2020

PHASE 2

Stadium

Lit, All-Weather,
Full-Size Field

Status: Property under agreement

Budget: \$2,800,000

Timeline: Fall 2021

PHASE 3

Soccer Park

4 Grass, Championship
Quality Fields

Status: Property under agreement

Budget: \$1,100,000

Timeline: Fall 2023

\$9.48 Million Total Campus Development Budget



Solutions-Belvedere





Solutions – Field House



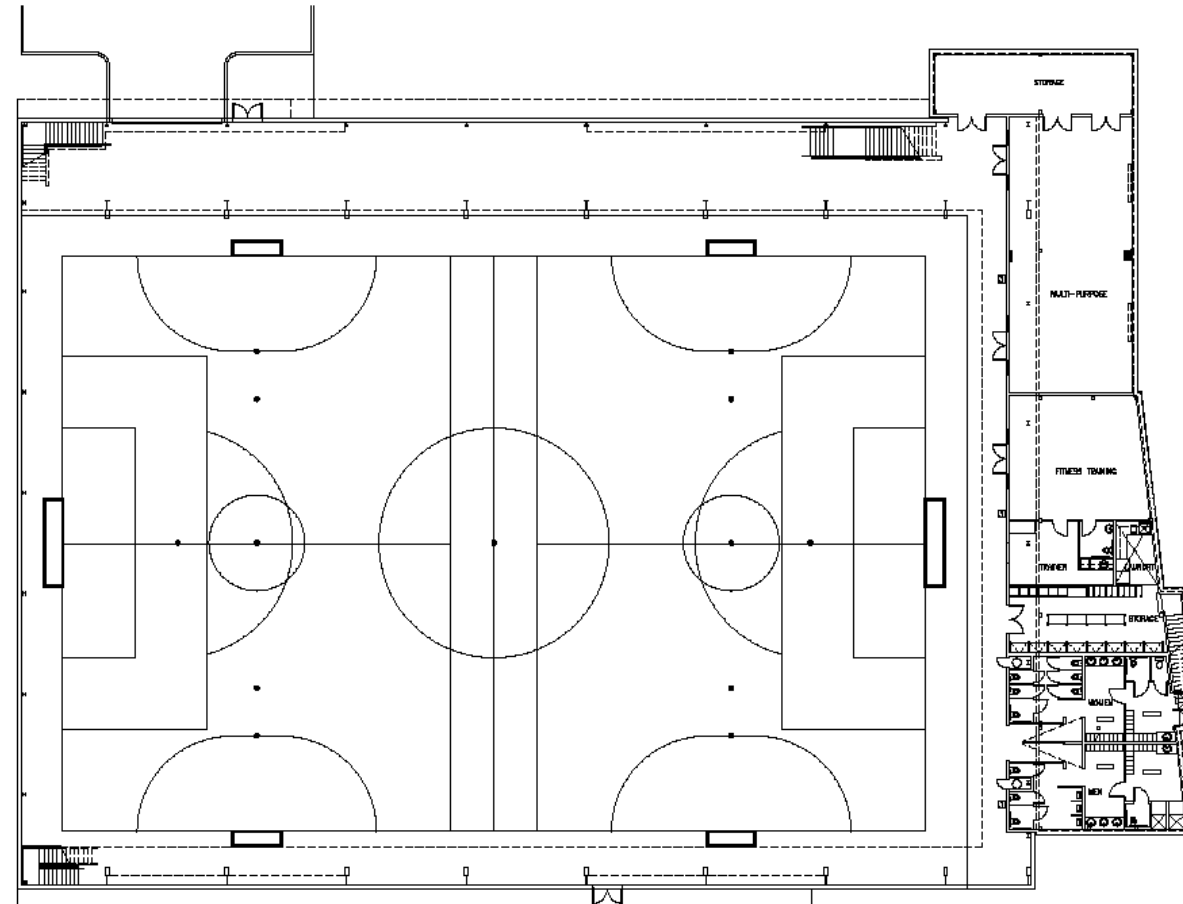


Solutions – Field House





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 for Facility**
- **\$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.**
- **\$120,000 spent annually on existing rentals. \$130,000 annual field development transfer.**



Solutions – Field House Budget

- **Current Capital Campaign Budget: \$4.7 Million – June 1, 2018**
- **Loan: \$3.5 Million**
- **Cash in Hand: \$725,000 – June 1**
- **Cash Pledged: \$75,000 – June 1**
- **Campaign Remaining: \$400,000**
- **Compare \$96/sq. ft. vs \$163/sq. ft. for UVa Indoor Football Field**
- **Status: Site Work Beginning 2018**





Matching Challenge Grant

- **SOCA issued \$200K Challenge Grant by Perry Foundation.**
- **Must raise entire \$200K with either new donations or Pledges by December 5.**
- **\$60K Raised as of October 1.**
- **New Additional Match Now Offered as of October 1 for \$150K!**
- **If SOCA raises \$200K, will now receive an additional \$350K for \$550K Total!**
- **Each donation for the remainder of the campaign will be tripled. \$100 = \$300**
- **All donors of \$250 or greater receive a SOCA Scarf.**
- **Donors above \$1000 receive recognition on the Donor Wall in the new facility.**



Partnership Opportunity

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





SOCA Thanks You For Your Support

