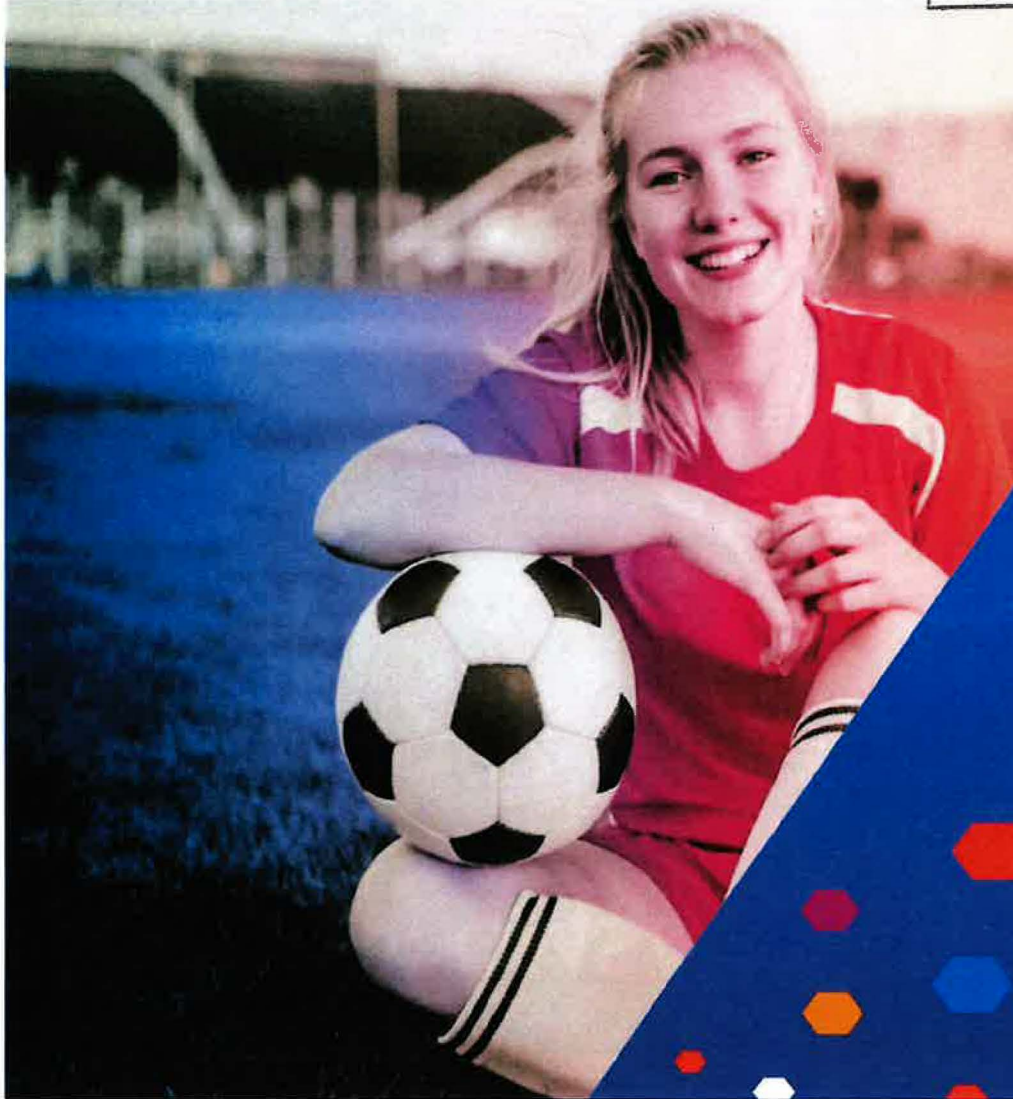


CITY OF CALGARY
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IN COUNCIL CHAMBER
FEB 06 2025
ITEM: 7-1 CD2025-0047
Distrib - Presentation 1
CITY CLERK'S DEPARTMENT



CITY OF CALGARY
+
**CALGARY MINOR
SOCCER ASSOCIATION**

**GAMEPLAN
INFRASTRUCTURE
STRATEGY**

**FIELDS
FOR OUR
FUTURE**

WHO IS CMSA

- THE LARGEST NON-PROFIT YOUTH SPORTS ORGANIZATION IN ALBERTA, SERVING PLAYERS AGED 6 TO 19.
- ESTABLISHED IN 1974, WE ARE COMPRISED OF 31 MEMBER CLUBS – 23 BASED IN CALGARY AND 8 IN SURROUNDING COMMUNITIES (AIRDRIE, CANMORE, CHESTERMERE, COCHRANE, LETHBRIDGE, OKOTOKS, SPRINGBANK, AND STRATHMORE).
- THE GOVERNING BODY FOR YOUTH SOCCER IN CALGARY, REPRESENTING THE SPORT AT ALL LEVELS. AFFILIATED WITH ALBERTA SOCCER, CANADA SOCCER, AND FIFA.

THE VOICE OF YOUTH SOCCER IN CALGARY, DEDICATED TO FOSTERING GROWTH AND DEVELOPMENT IN THE SPORT.



**FIELDS
FOR OUR
FUTURE**

WHERE WE ARE TODAY

- **30,000 KIDS** PARTICIPATE IN SOCCER EACH YEAR AND WE ARE ENGAGED WITH **50,000 FAMILIES**
- **2,100+ TEAMS** COMPETE ANNUALLY, PLAYING OVER **12,000+ MATCHES**.
- THE SPORT HAS EXPERIENCED **15% ANNUAL GROWTH** FOR THE PAST THREE YEARS.
- ONLY **3 INDOOR FACILITIES** (SINGLE-FIELD DOMES) SERVE **30,000 KIDS**.
- CMSA SECURES **15,000 HOURS** OF GYMNASIUM SPACE ANNUALLY BUT REMAINS **8,000 HOURS SHORT** TO MEET PROGRAM NEEDS.
- **FIVE NEW FIELD HOUSES** ARE REQUIRED TO MEET CURRENT DEMAND, NOT INCLUDING ANTICIPATED GROWTH OR OTHER USER GROUPS.



**FIELDS
FOR OUR
FUTURE**

PRESSURE ON THE SOCCER COMMUNITY

STEPS CMSA HAS TAKEN TO ADDRESS GROWTH

- REDUCED THE NUMBER OF GAMES
- REDUCED GAME LENGTHS
- REDUCED NUMBER OF TEAMS AND INCREASED ROSTER SIZES
- SHIFTED TRAINING TO HARDWOOD FLOOR GYMNASIUMS, RESERVING TURF FIELDS FOR GAMEPLAY
- OVERLOADED TURF FIELDS WITH 8 TRAINING SESSIONS/TEAMS ON A SINGLE FIELD

THE IMPACT ON THE PLAYERS

- DIMINISHED GROWTH AND DEVELOPMENT OPPORTUNITIES FOR OUR KIDS (PHYSICAL, MENTAL, EMOTIONAL)

WHAT HAPPENS NEXT AS WE CONTINUE TO GROW

- CAP REGISTRATIONS AND TURN KIDS AWAY



**FIELDS
FOR OUR
FUTURE**

WHERE WE ARE HEADING



SKYROCKETING IN POPULARITY DUE TO:

- IMMIGRATION INTO CALGARY
- AFFORDABILITY OF THE SPORT
- GLOBAL POPULARITY
- NATIONAL & LOCAL PROFESSIONAL TEAM SUCCESS

PARTICIPATION

- 2019 – 2024: 76% INCREASE (5 YEAR TREND)
- 2021 – 2024: 45% INCREASE (3 YEAR TREND)
- 2024: 10% INCREASE FOR INDOOR (CURRENT)
- 2025 – 2030: **5% YoY PROJECTED INCREASE** (BELOW CURRENT TREND)

CONSERVATIVE ESTIMATE OF 5% YoY GROWTH OVER NEXT 5 YEARS WOULD LEAD TO A **45,000 PLAYER INCREASE BY 2030.**

**FIELDS
FOR OUR
FUTURE**

THE SOLUTION: GAMEPLAN – MAKING WAVES

- **GAMEPLAN** – THE FIRST SYSTEM-WIDE VISION AND STRATEGY FOR PUBLIC RECREATION IN CALGARY.
- THE **MAKING WAVES** SCENARIO INCREASES SERVICE STANDARDS EXPONENTIALLY, INCREASING ACCESSIBILITY, WHILE ALSO ENSURING EQUITABLE FACILITY DISTRIBUTION.
- **FIELDHOUSES ARE SELF-SUSTAINING** ONCE CONSTRUCTED AND DON'T REQUIRE FURTHER OPERATIONAL FUNDING – RATHER – THEY FUND THEIR OWN OPERATIONS AND MAINTENANCE.
- **ECONOMIC IMPACT** – AT LEAST 8 MILLION DOLLARS PER YEAR HOSTING YOUTH SOCCER PROVINCIAL CHAMPIONSHIPS, AND THE POTENTIAL FOR MUCH MORE!
- WE ARE FULLY BEHIND THE **MAKING WAVES SCENARIO AND PRIORITIZING THE DEVELOPMENT OF THE FIELDHOUSES AND ATHLETIC FIELDS** WILL BE A GAME CHANGER!



**FIELDS
FOR OUR
FUTURE**

INVESTMENT = COMMUNITY

- **75,000 NEWCOMERS** TO CALGARY LAST YEAR.
- POPULATION **SURGING TO 2,000,000** BY 2030.
- FIELDHOUSES ARE SAFE, YEAR AROUND SPACES FOR KIDS AND FAMILIES + SOCCER IS AN ACCESSIBLE, DIVERSE, AND **UNIFYING SPORT THAT FOSTERS SOCIAL CONNECTIONS.**
- SOCCER BOOSTS PHYSICAL & MENTAL HEALTH – REGULAR PARTICIPATION REDUCES CHILDHOOD OBESITY, ENHANCES MENTAL WELL-BEING, AND **PROMOTES LIFELONG HEALTHY HABITS.**
- BY INVESTING IN FIELDHOUSES AND ATHLETIC PARKS NOW, CALGARY CAN **BUILD A STRONG FOUNDATION FOR FUTURE GENERATIONS.**



**FIELDS
FOR OUR
FUTURE**



THANK YOU

**FIELDS
FOR OUR
FUTURE**