

TRANSYLVANIA YOUTH SOCCER ASSOCIATION



TRANSFORMING THE ECUSTA FIELD



A CASE STATEMENT PREPARED BY
CAITLYN MURRAY, EXECUTIVE DIRECTOR, TYSA

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DEAR COMMUNITY STAKEHOLDERS,

I am thrilled to present Transylvania Youth Soccer Association's (TYSA) case statement for **Transforming the Ecusta Field**. This project was formed in partnership with the City of Brevard to renovate the Ecusta Sports Complex soccer field, providing our community with an upgraded public soccer facility that can be utilized for additional sports, events, and recreational programming.

The soccer field is owned by the City of Brevard and was developed in 2008 as the result of a grassroots campaign from TYSA and community members to create a regulation-sized soccer field open to the public for recreational use. TYSA, Brevard Middle School, and community members use the field year-round for practices, games, pick-up soccer, and other recreational activities.

Nearly 15 years later, TYSA is pursuing renovations to the Ecusta Field that will significantly improve the function of the field, including stadium lighting, fencing, extensive bleacher seating, and sports turf. It is our hope that this project will also inspire future additions and renovations to the surrounding City of Brevard facilities, including the skate park and softball/baseball fields, such as additional restrooms and parking lot improvements.

TYSA is a small non-profit dedicated to boots-on-the-ground efforts to reach this community through the sport of soccer. As the only provider of public soccer programming in Transylvania County, TYSA is championing this project because of our commitment to the community, our knowledge about the benefits of youth soccer, and our passion for improving and growing opportunities for youth and adults.

Please read about our vision to take the Ecusta Field to the next level in the pursuit of our values: wellness, growth, equity, community, and service. We invite you to join us on this journey!

Sincerely,



Caitlyn Murray, Executive Director, TYSA



THE ORGANIZATION

TRANSYLVANIA YOUTH SOCCER



Transylvania Youth Soccer Association (TYSA) is a non-profit organization that has been facilitating soccer programs for the community since 2000 and has served thousands of youth and families.

OUR MISSION

Transylvania Youth Soccer Association seeks to foster the physical, mental, and emotional growth of youth and adults in Transylvania County, NC, regardless of race, gender, religion, ethnicity, socioeconomic status, ability, or any other factor, through the sport of soccer at all levels of age and competition by establishing programs and activities that focus on development, promotion, teaching and administration of the game of soccer.

2022
BY THE
NUMBERS



543
youth served through
our programs



111
youth signed up through
Boys & Girls Club & El Centro



102
volunteer coaches
and team managers



7735
dollars in discounts
& scholarships provided to youth

OUR PROGRAMS



RECREATION

This program "plants the seed" that inspires and excites youth at the beginner level by emphasizing fun, emotional and physical health, growth, and development through the sport of soccer.



ACADEMY

This program is designed to "water the seeds", by facilitating improvement of technical soccer skills to play at a higher level through high-quality instruction and age-appropriate activities in a fun learning environment.

THE NEED

FOR AN UPGRADED SOCCER FACILITY IN TRANSYLVANIA COUNTY

YOUTH & COMMUNITY WELLBEING

Research shows that stress, anxiety, and depression in youth have continued to increase drastically since the onset of the COVID-19 pandemic (Benton, Boyd, & Njoroge, 2021). Additionally, children's physical activity participation has declined significantly due to the pandemic, and these negative changes could lead to longer-term impacts on children's cognitive, social, and emotional health (Caldwell et al., 2022). In 2021 there were three teen suicides in Transylvania County. As we continue to move through and, hopefully, beyond the pandemic, community youth have a great deal of academic, mental, physical, and social ground to make up.

COMMUNITY RECREATION FACILITIES

Evidence shows that access to outdoor recreation facilities has significant positive economic and health impacts on communities. Community design and the availability of open spaces and recreation areas strongly influence how active people are, and can have positive effects on property values (Active Living Research, 2010). New and renovated recreation facilities generate excitement and interest around sports and promote wellness as a priority in communities. A 2020 article by Tom Farrey, the Executive Director of the Sports & Society Program at the Aspen Institute, postulates that crisis such as the COVID-19 pandemic has historically resulted in improved sports models, and "advocacy for better recreational infrastructure at this time can pay dividends for generations while also generating program support". Farrey also champions youth sports infrastructure as a critical focus for community governments to bring people together from all backgrounds and promote healthy equity.

With a rural population of 33,000 people, Transylvania County has limited youth recreation opportunities in comparison to surrounding counties. The Ecusta Field was developed to provide additional recreational opportunities for Transylvania County residents. Although the field is officially a soccer field, it can be utilized for a variety of different sports/recreation activities. The existence of the field itself is a benefit, however, its current functionality limits the potential impact. The Ecusta Field's current condition does not lend itself to safe or quality experiences with its uneven playing surfaces, including patchy grass and rocks, and prevalent flooding. The concern has been widely reported by Transylvania Youth Soccer Association players, families, coaches, and board members, in addition to community members.

PROGRAM SUSTAINABILITY

TYSA is grateful for the city and county facilities that have allowed us to run our programs since 2000, but our reliance on these threatens our efficacy and growth as an organization. To jumpstart our strategic plan which emphasizes obtaining our own facilities and developing existing spaces to expand our programs, we are proposing additions to the Ecusta Field and its management to improve the field's functionality and achieve our ultimate goal as an organization: **increase the number of youth and adults served and impacted through soccer programming.**

THE IMPACT

FOR TRANSYLVANIA COUNTY

WHY SOCCER?

Soccer is the world's most popular sport. It is inexpensive and easy to implement, and has very simple rules. Players of all ages, abilities, and backgrounds can engage with the sport at varying levels of play. Studies qualify soccer as a type of "medicine" because of its unique combination of high intensity intervals, and endurance and strength training that can be "characterized as an all-in-one type of training with broad-spectrum fitness effects for the general population". This, in conjunction with the psychological, social, and cognitive benefits, makes soccer the ultimate sport to promote overall wellness (Krustup, 2018). Youth playing soccer can also develop skills critical to their success and wellbeing, including communication skills, critical thinking and problem-solving strategies, and emotional intelligence.

- AN UPGRADED RECREATIONAL FACILITY **ENCOURAGES EXERCISE AND PROMOTES WELLNESS** THROUGH YOUTH AND ADULT SPORTS AND HAS THE POTENTIAL FOR **POSITIVE ECONOMIC IMPACT** ON THE COMMUNITY.
- AS A PUBLIC FACILITY, THE ECUSTA FIELD CAN PROVIDE **IMPROVED RECREATIONAL SPACE** TO ANYONE IN THE COMMUNITY.
- MORE YOUTH AND FAMILIES WILL BE SERVED AND IMPACTED BY TRANSYLVANIA YOUTH SOCCER ASSOCIATION AND REAP THE **BENEFITS OF EQUITABLE AND ACCESSIBLE SOCCER** PROGRAMMING AND OUTDOOR RECREATION.



THE VISION

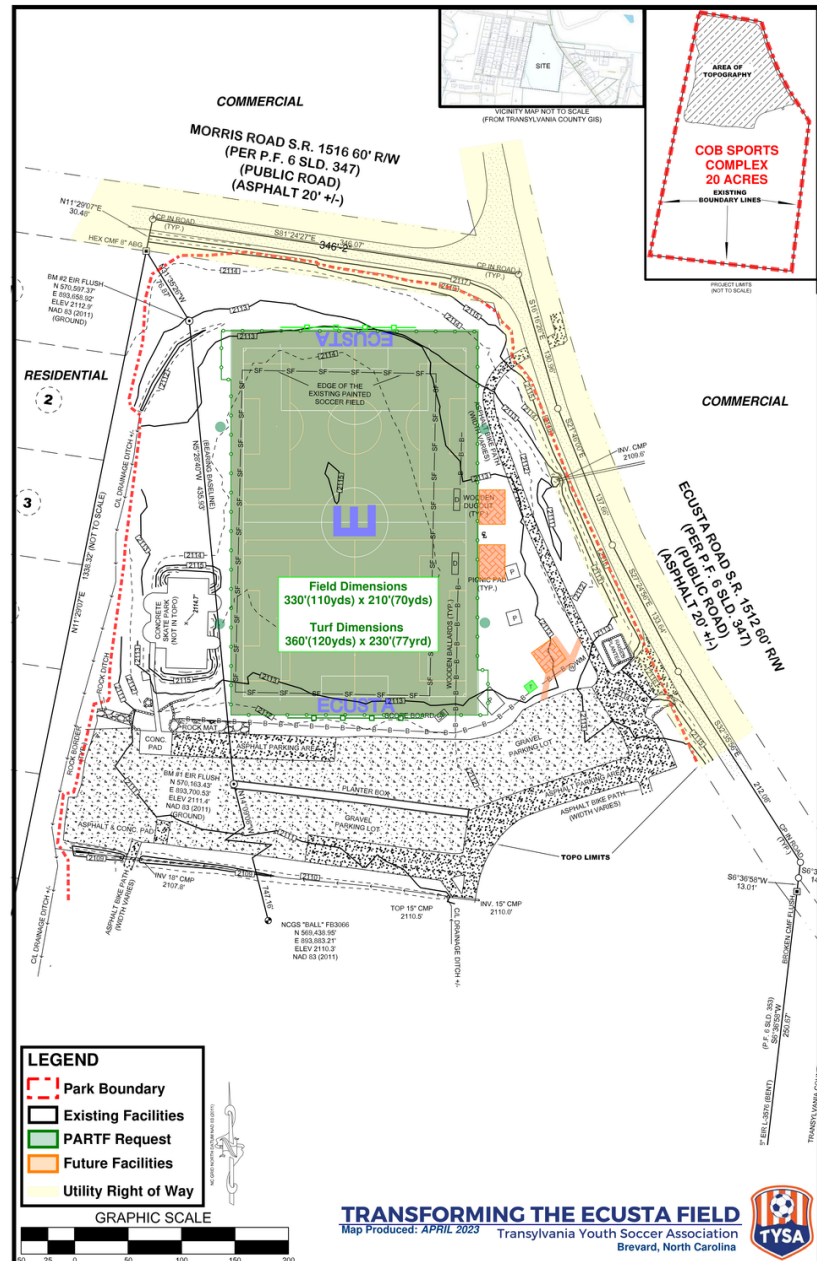
TRANSFORMING THE ECUSTA FIELD FOR THE COMMUNITY

The addition of **LIGHTS** to the field will expand usability, especially during winter months, for soccer, football, and other community events and programs.

FENCING will improve function by increasing the safety of players and spectators and providing better ball containment.

Outfitting the field with bleacher **SEATING** increases the field's capacity to be used for larger community events.

SPORTS TURF improves the overall function of the field substantially by allowing consistent usability despite weather conditions, keeping the field in optimal playing condition, and lowering field maintenance cost and environmental impact.



FUTURE ADDITIONS: RESTROOMS AND PARKING LOT

Although not included in TYSA's final project plan, additional restrooms near the soccer field and a renovated, paved parking lot (shown above as part of the original site plan) would improve the function and quality of experience for locals utilizing the soccer field and/or surrounding recreational facilities.

THE PARTNERSHIP

CITY OF BREVARD



The City of Brevard has long-championed projects benefitting youth and providing opportunities for recreation in the community. The Ecusta Sports Complex is owned and managed by the City of Brevard. Transylvania Youth Soccer Association (TYSA) and community members were instrumental in the establishment of the current Ecusta soccer field in 2008. TYSA has previously had a lease with the City of Brevard to manage the field for 10 years, but this lease was not renewed at the end of the lease period.

PARTNERSHIP TIMELINE

PHASE	DATE
INITIAL PARTNERSHIP TYSA first approached the City of Brevard's Parks, Recreation, and Trails committee to establish a collaborative partnership and present a brief proposal outlining the need for Ecusta Field improvements.	JAN 2022
PROJECT PROPOSAL TYSA presented a full project proposal to the City of Brevard's Parks, Recreation, and Trails committee, and determined next steps in the partnership for TYSA to pursue the project, including a Memorandum of Understanding and lease agreement.	APR 2022
MEMORANDUM OF UNDERSTANDING A Memorandum of Understanding developed by the city attorney and TYSA was approved by city council in which the City of Brevard and TYSA agree to a) allow TYSA to secure funding for and oversee the aforementioned renovations to the Ecusta Field; and b) allow TYSA to manage public use of the Ecusta Field after construction under rules established by the City to ensure exclusive use by the public, and c) consider a long term lease between the City and TYSA beginning upon commencement of construction of said improvements by TYSA after further negotiations between the parties.	JUNE 2022
LEASE AGREEMENT In December 2022, a 20-year lease agreement between the City of Brevard and TYSA was approved by city council. The lease, commencing on January 1st, 2023, grants permission for TYSA to renovate and manage public use of the Ecusta soccer field.	DEC 2022

THE PROJECT TIMELINE

TASK	START DATE	END DATE
PHASE 01 RESEARCH AND INITIAL PLANNING, PROJECT PROPOSAL DEVELOPMENT, COMMUNITY OUTREACH, ACQUISITION OF PROJECT COST ESTIMATES	JAN 2022	APR 2022
PHASE 02 MEMORANDUM OF UNDERSTANDING AND LEASE APPROVAL, CASE STATEMENT DEVELOPMENT, FUNDRAISING AND COMMUNITY OUTREACH PLANNING	APR 2022	DEC 2022
PHASE 03 FUNDRAISING AND COMMUNITY OUTREACH, SPONSORSHIP INQUIRIES, UPDATED SITE PLAN/RENOVATION CONTRACTS, FIELD SURVEY	DEC 2022	JUNE 2023
PHASE 04 BASIC FIELD GRADING, TURF, FENCING, LIGHTING, AND BLEACHER INSTALLATION, COMMUNITY OUTREACH AND COMUNICATION	JUNE 2023	OCT 2023





FUNDING OBJECTIVES

BUDGET ITEM	ESTIMATED COST
PROJECT COSTS	\$1,250,000
SPORTS TURF & (BASIC GRADING/ENGINEERING)	\$785,000
STADIUM LIGHTING	\$290,000
FENCING	\$50,000
BLEACHER SEATING (300 SEATS)	\$60,000
SCOREBOARD & SIGNAGE	\$30,000
CONCRETE (WALKWAYS AND BLEACHER PLATFORM)	\$20,000
GOALS	\$15,000
SUSTAINABILITY	\$100,000
MAINTENANCE ENDOWMENT	\$100,000
PROJECT BUDGET TOTAL	\$1,350,000




PHOTOS COURTESY OF

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