



*Campaign for*  
North Carolina United Soccer Association  
PO Box 1393  
Lexington, NC 27293  
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## **CASE FOR SUPPORT FOR A DAVIDSON COUNTY SOCCER COMPLEX**

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Soccer is a popular sport in the Triad area. Currently, there are 20,000+ children participating in the youth soccer leagues, and 4,000 adults participating in the adult league. The numbers of players are growing dramatically. There are two main factors that are impacting the popularity of soccer.

- The first factor is that there are approximately 39,000 children under the age of 18 living in Davidson County. The projection is that the percentage of children under the age of 18 will continue to grow for the foreseeable future. The most popular sport with this age group is soccer.
- The second factor is the growing number of young adults between the ages of 24-45 that are participating in team sports. Adult outdoor soccer leagues have grown by 35% over the past two years. Currently, there are at least 30 adult league teams in the Triad.

Because of the growth in popularity of youth soccer, the need for a consolidated soccer complex to meet current demand, and the proven economic benefits, the Board of Directors of NCUSA plans to build a high quality, centralized soccer complex. NCUSA has purchased a 49-acre site in Lexington, off Highway 8 and Highway 52. The NCUSA Board of Directors has approved moving forward with plans to build the complex in three phases. NCUSA is proceeding now with Phase 1 that includes the development of five soccer fields and construction of a parking area, walking trail, and security fencing, as well as putting the infrastructure in place for future restrooms. The estimated cost for Phase 1 is \$1,350,000, the goal of the capital campaign.

### **Our Organization**

In early 2012, the North Carolina United Soccer Association (NCUSA) was formed when the Davidson County United Soccer Association (DCUSA) and the North Davidson Soccer League (NDSL) merged. The merged organization allows the county to field more teams, especially at the higher-caliber Challenge and Classic levels.

NCUSA is a 501c(3) non-profit organization. The focus of the program is to promote youth sport participation while promoting healthy development. NCUSA offers soccer opportunities for boys and girls ages 4-18 and adults in the Davidson County area. NCUSA currently supports over 900 youth playing in the combined levels, and we provide an average of \$20,000 in financial aid annually. Founded on the basis of "by the players, for the players", NCUSA has a simple goal of being a welcoming community organization where people can play or watch for the simple enjoyment of the game. Our club motto is, "United."

### **Current Programs and Services**

- The Recreation League is operated with several purposes in mind. The first and foremost is to introduce youth to the "Beautiful Game." Fostering an appreciation and love for the skills and athleticism required to make it so, at a young age. Recreation Soccer is open to all youth who wish to enjoy the benefits of team work, camaraderie, and sportsmanship, regardless of their level of ability.



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Beginning at age 4, the league offers a non-competitive environment where children can play the game for the sheer joy of doing so. The Recreational League offers the perfect environment for soccer fun through the age of 14. (We are currently considering adding U15 - U18 teams as well.) Last season, 350 children played in the Recreation League—100 directly with NCUSA and 250 from supporting booster clubs.

- The Select Soccer Program competes in the Triad Challenge League and is overseen by NCUSA. Select soccer is for those players that want to move up from recreation soccer to a higher level of play. It is a competitive league that holds tryouts to select its teams. Select players are ready to truly learn the sport and are ready to take the next step both physically and mentally. Last season, the Select Soccer Program fielded 10 teams, comprised of 110 kids.
- The Classic Soccer Program provides the highest level of club competition offered by the NCUSA. Starting at the U11 age group, Classic Soccer offers a step up in intensity and talent from the Challenge League. Played on a state wide level, Classic splits teams into 3 Divisions. The lowest being the 2nd Division, next the 1st Division, with the Premier Division at the top. Classic is for the player prepared to make a serious commitment to the game of soccer, looking to play beyond high school, and wanting to compete against the best players in the state. The Classic Soccer Program had 14 teams made up of 165 kids in its last season.
- The Coaching Development Program was created to help further educate our coaches while passing on good knowledge to our players.
- Skills Clinics are offered in partnership with High Point University to help develop players.
- 3v3 Tournament – Each year NCUSA hosts a large competitive tournament to kick off the summer season.

The goal of the complex will help us to bring many more programs to the area. Right now, we have limited fields to work with making it a challenge overall.

### **Need for a Central Facility in Davidson County**

NCUSA currently rents, Leases, or shares 6-7 fields within the county at many different locations. These fields are at local parks, schools or borrowed land from homeowners. Some of these fields need to be reserved well in advance, and some may be used for other sports or activities at times reducing the amount of time we can effectively utilize them. The field conditions vary from one location to another. Some can look like a fairway while others look like gravel bed. Conditions of this nature make it difficult to teach the game while increasing the risk of injury to a player. On a given week, each of these fields can be host to 4 to 6 teams on a typical night for practice. Games are normally played on the weekend. During this time, we can only host a limited set of games due to poor conditions at certain locations. We are then forced to use a single location, which sometimes isn't available. Due to these situations, many teams from within the county play at other locations outside of the county. Parents, kids and coaches all see the need to develop a complex within Davidson County. We need a single location to call "home" while offering a single location for games and practices to be held while creating opportunity to expand programs.

### **Plan for Addressing These Needs**

Because of the growing popularity of youth soccer and the unpredictability of the availability and condition of current playing fields, NCUSA is seeking to establish a soccer complex within Davidson County. NCUSA has acquired a 49-acre site for the complex. We will develop the complex in three



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phases, beginning with 5 fields. Eventually, we plan to have 8 full-sized fields, all lighted. A field house with concessions and a meeting room will also be built. We also plan to include a playground for future players who may be at practices or games with older siblings and a walking trail for parents to enjoy.

### **Economic Benefits**

The development of a soccer complex within Davidson County is a natural next step for NCUSA. With soccer being the second fastest growing sport in the country, a quality soccer complex is important to the growth and love of soccer within the community. Developing a soccer complex will benefit not only the kids but will also bring a strong economic boost to the area on a yearly basis.

Over the years, NCUSA has seen other community increase revenues by developing a soccer complex. In addition to increasing the number of players in NCUSA, having a high quality soccer complex will allow us to attract tournaments, which bring players and their families to stay in area hotels, eat in local restaurants, and shop in area stores. For example, when Twin City Youth Soccer Association in Winston-Salem developed BB&T Soccer Park, TCYSA's membership increased by 300% while bringing over \$16 million of revenue into Davie and Forsyth counties.

### **Conclusion**

NCUSA's project mission is to provide Davidson County residents with a state-of-the-art soccer facility that will enable both youth and adults to enjoy the sport of soccer and build lifelong commitments to staying active and healthy. While providing a quality recreational opportunity for area residents, the soccer complex will also provide economic benefits to Davidson County when other teams come to play our teams and when tournaments rent our facility, stay in area hotels, eat in local restaurants, and shop in area stores.