



**CITY OF MONROVIA  
COMMUNITY SERVICES COMMISSION  
AGENDA REPORT**



**DEPARTMENT:** Community Services

**MEETING DATE:** July 8, 2014

**PREPARED BY:** Memo Chavez,  
Assistant Recreation Coordinator

**AGENDA LOCATION:** AR-2

**TITLE:** 2013-14 Youth Sports Program Evaluation

**OBJECTIVE:** To provide the Community Services Commission with an evaluation of the 2013-14 Youth Sports program.

**BACKGROUND:** The Youth Sports Program has been operating at Bradoaks, Mayflower, Monroe and Wild Rose elementary schools since 2008. The program operates Monday – Friday immediately following school dismissal times until 5:00 p.m. Games are played at Recreation Park on Wednesdays at 2:00 and 3:15 p.m. Each school site is staffed with two (2) Recreation Leaders, who supervise recreation and sports activities. The sports offered during the year are Flag Football, Basketball, Soccer and Cheerleading.

**ANALYSIS:** The 2013-14 Youth Sports program was scheduled from September 9 through June 5 and was offered at Bradoaks, Mayflower, Monroe and Wild Rose Elementary Schools. The program fee was \$35 per participant. The program also included a team from the Boys and Girls Club of the Foothills. Partnering with the Boys and Girls Club allowed for more Monrovia youth to be involved in the Youth Sports Program.

**PARTICIPATION:** The Youth Sports program practices took place at each of the elementary school sites, at the same time and location as other after school programs. Participation is limited to 20 youth per team for the fall and winter seasons and 40 participants per team for the spring season since there is only one team per school site during the spring.

A comparison of 2012-13 and 2013-14 Youth Sports program enrollment is as follows:

SCHOOL	2012-13	2013-14
BRADOAKS	109	106
MONROE	76	77
MAYFLOWER	81	104
WILD ROSE	61	67
<b>Total</b>	<b>327</b>	<b>354</b>

Participation increased in 2013-14 as compared to 2012-13 due to the consistency and dedication of Youth Sports Staff according to participants.

**DEMOGRAPHICS:** The following demographic information compares the 2012-13 participants to 2013-14 participants. Statistics indicate that the demographic breakdown of participants is fairly consistent with the 2010 U.S. Census, with the exception of the Caucasian population, which is 42 percent and lower than the 59 percent published in the 2010 U.S. Census.

Demographics	2012-13 Participants	2012-13 Percent	2013-14 Participants	2013-14 Percent
Hispanic	159	49%	164	46%
Caucasian	131	40%	148	42%
African American	21	6%	24	7%
Other	16	5%	18	5%

**PRACTICE AND CHARACTER DEVELOPMENT:** Practice was held at each of the four elementary schools and Recreation Park (for the Boys and Girls Club team). Practice took place immediately following school dismissal time until 5:00 p.m. on Monday, Tuesday, Thursday and Friday. Practice included warm-up drills, skills and “chalk-talk” (a discussion between the coach and participants about games, practices and character development). Each week coaches focused on different sports figures or current sports related events, and conveyed to the participants the importance of making positive choices.

**BOYS AND GIRLS CLUB:** Community Services has partnered with the Boys and Girls Club of the Foothills to incorporate Club participants into the Youth Sports Program. This partnership allows for more Monrovia youth to be involved in the Youth Sports Program and builds camaraderie between the Club and City participants. Since City teams can only accommodate 20 participants per team; youth who normally wouldn’t have an opportunity to participate in the Youth Sports Program can now sign up with the Boys and Girls Club team. The Boys and Girls Club provides their own staff, uniforms and awards, therefore there are no additional costs to the City. Additionally, the Boys and Girls Club are responsible for the registration of their own players.

**GAMES:** Games were held at Recreation Park on Wednesdays at 2:00 p.m. and 3:15 p.m. during the flag football and soccer seasons, and at the Mary Wilcox Youth Center during the winter basketball season. Each school played five games during the regular season and concluded with a playoff style tournament. Each season ended with the East/West All-Star Game. The West Teams were comprised of participants from Mayflower and Monroe Elementary Schools, and the East Teams from Bradoaks and Wild Rose Elementary Schools.

**CHEERLEADING:** Cheerleaders supported their respective teams at games and participated in dance competitions to determine the overall winners of each season. Competition categories included angles, stunts, technique, dance, enthusiasm, and overall performance. The cheerleaders also participated in the Character development programs.

**SPORTSMANSHIP:** Teams are eligible to earn up to four sportsmanship points weekly for their display of character, unity and overall behavior. The sportsmanship point system was designed to reward participants for positive attitude displayed before, during and after games. Points for each team were accumulated throughout the season and winners were recognized at the Sports Awards Ceremony.

**SCHOLAR ATHLETES:** The Scholar Athlete Program is designed to reinforce the importance of education, and to encourage and acknowledge participants for their homework and academic achievements. Coaches assist participants with their homework before and after practice. Participants, who received an equivalent of a 3.0 grade point average or better during the semester, receive a Scholar Athlete Award. The program included 354 registered participants, 236 received Scholar Athlete Awards. The following information compares the 2012-13 and 2013-14 scholar athletes:

SCHOOL	2012-13	2013-14
Braodaks	75	98
Mayflower	63	70
Monroe	35	38
Wild Rose	31	30
<b>TOTAL</b>	<b>204</b>	<b>236</b>

**TRANSPORTATION:** Alliance Bus Lines provided transportation to Recreation Park for Mayflower and Monroe participants on game days. Bradoaks and Wild Rose Elementary Schools are located close to Recreation Park, allowing participants to walk to the park, escorted by Recreation Staff. Approximately 180 participants utilized transportation services during the school year.

**UNIFORMS:** Participants received a Youth Sports t-shirt with their registration fee. The t-shirts reflect each school's color and logo on the front, and the Department of Community Services logo on the back with the exception of the Boys and Girls Club whose t-shirt had the Club logo and name.

**AWARDS CEREMONY:** The Youth Sports Awards Ceremonies were held at the Monrovia Community Center on Thursday evenings at the conclusion of each sports season. The Awards Ceremonies recognized participants, league winners, sportsmanship winners and scholar athletes. Ceremonies include a power point highlighting each season, and each participant received a Certificate of Participation. Guest speakers included participants from the youth sports program, Business Owner/Athletic Movement Specialist, Alan Smith and radio personality and business owner, Jose Cuevas. The ceremonies were well attended by family members and friends. Awards were given in the following categories:

Fall Flag Football	School
1 <sup>st</sup> Place	Mayflower
2 <sup>nd</sup> Place	Monroe
Sportsmanship	Mayflower
Fall Cheerleading	
1 <sup>st</sup> Place	Bradoaks
2 <sup>nd</sup> Place	Mayflower
Sportsmanship	Monroe
Winter Basketball	
1 <sup>st</sup> Place	Mayflower
2 <sup>nd</sup> Place	Monroe
Sportsmanship	Wild Rose

<b>Winter Cheerleading</b>	
1 <sup>st</sup> Place	Bradoaks
2 <sup>nd</sup> Place	Mayflower
Sportsmanship	Mayflower
<b>Spring Soccer</b>	
1 <sup>st</sup> Place	Bradoaks
2 <sup>nd</sup> Place	Wild Rose
Sportsmanship	Monroe

**ENVIROMENTAL IMPACT:** Per the City's Green Accords, Staff provided large plastic water dispensers and paper cups to eliminate the purchase of plastic water bottles and cans brought to practices and games. Additionally, Staff e-mailed all youth sports information to school staff and City officials, decreasing the use of paper.

**FINANCIAL IMPACT:** The Youth Sports registration fee was \$35 per participant. Participants experiencing financial hardship were eligible to make payments or receive a full or partial scholarship. No scholarships were requested however, eleven of the 354 registered youth opted to make payment arrangements.

The following information outlines the 2013 and 2014 Youth Sports Program costs and revenue:

Program Costs and Revenue	2012-13	2013-14
<b>Staff Costs</b>		
Specialist	\$11,000	\$18,000
Coaches and Officials	\$18,151	\$21,402
<b>Total Staff Costs</b>	<b>\$29,151</b>	<b>\$39,402</b>
<b>Supply Costs</b>		
Equipment and Supplies	\$7,242	\$12,250
<b>Total</b>	<b>\$7,242</b>	<b>\$12,250</b>
<b>Revenue</b>		
Revenue	\$11,900	\$12,390
<b>Total</b>	<b>\$11,900</b>	<b>\$12,390</b>
<b>Staff and Supply Costs</b>		
<b>Staff Costs</b>	\$29,151	\$39,402
<b>Supply Costs</b>	\$ 7,242	\$12,250
<b>Total Program Costs</b>	<b>\$36,393</b>	<b>\$51,652</b>
<b>Revenue</b>	\$11,900	\$12,390
<b>Cost Per Participant</b>	<b>\$111</b>	<b>\$146</b>
<b>Net Cost Per Participant</b>	<b>\$75</b>	<b>\$111</b>

Note: The cost per participant is determined by dividing the total program costs by the number of registered participants. The 2013-14 cost per participant increased this year, due to higher program costs such as new game balls for each sport, football pylons and benches for teams to sit on. Staff costs are also higher in 2013-14 due to the Specialist vacancy being filled for the winter and spring seasons.

**COMMENTS AND RECOMMENDATIONS**

1. This year, the venue for Basketball games changed from the Santa Anita Family YMCA to the Mary Wilcox Youth Center due to scheduling conflicts at the Santa Anita Family YMCA. This allowed Staff greater flexibility in scheduling games. Staff, participants and parents indicated that they prefer to play basketball at the Youth Center.
2. Staff will investigate the potential of offering flag football and soccer games on the outfield area of the Barney Glenn Field. This allows participants to play on a standard size field. The outfield area of the Barney Glenn Field is also in better condition which is safer for all participants.
3. Investigate the possibility of participating in S.C.M.A.F. Soccer Tournament. This would allow the opportunity for youth sports participants to compete at a higher level and experience greater competition that would prepare them for future soccer experiences in middle school and high school.
4. Investigate the possibility of adding Plymouth Elementary School to the Youth Sports program. Plymouth has shown great interest in being part of the program and it would benefit more of Monrovia's youth.

**RECOMMENDATION:** Staff recommends that the Community Services Commission move to receive and file this report.

**COMMISSION ACTION REQUIRED:** If Community Services concurs, the appropriate action would be a motion to: Receive and file AR-2 2013-14 Youth Sports Evaluation.