

SPORTS MANAGEMENT/CITY-WIDE ATHLETICS
YOUTH SPORTS OPEN HOUSE MEETINGS



CURRENT PROGRAM OPPORTUNITIES AND RESPONSIBILITIES

○ Recreation

Associations (Tier I)

- All programs under 10 years old and off season sports are operated independently by the Area Recreation Association
 - Fall Softball
 - Spring Volleyball
 - Baseball
 - Football

○ Sports Management

- Ages 10-18 (provide all administration, bylaws, volunteer screening/training, officials, game equipment and game site staffing)
 - Spring Softball
 - Fall Volleyball
 - Fall Tackle Football
 - Winter Basketball

INDEPENDENT SPORTS PROVIDERS

○ Tier II

- Softball/Baseball
 - Little League
 - Pony Leagues
- Football
 - Pop Warner
 - HRAYF
- Soccer
 - Beach FC
 - Virginia Rush
- Lacrosse
 - Hampton Roads

○ Tier III

- Softball/Baseball
 - Travel/Select
- Soccer
 - Beach FC
 - Virginia Rush
- Lacrosse
 - Hampton Roads
- Football
- Volleyball
- Basketball

INDEPENDENT SPORTS PROVIDERS

- Boo Williams
- TVA
- Sportsplex
- Field House
- YMCA
- Rave (Virginia Rush)
- Beach FC Indoor Complex (currently under construction)
- Boys and Girls Club

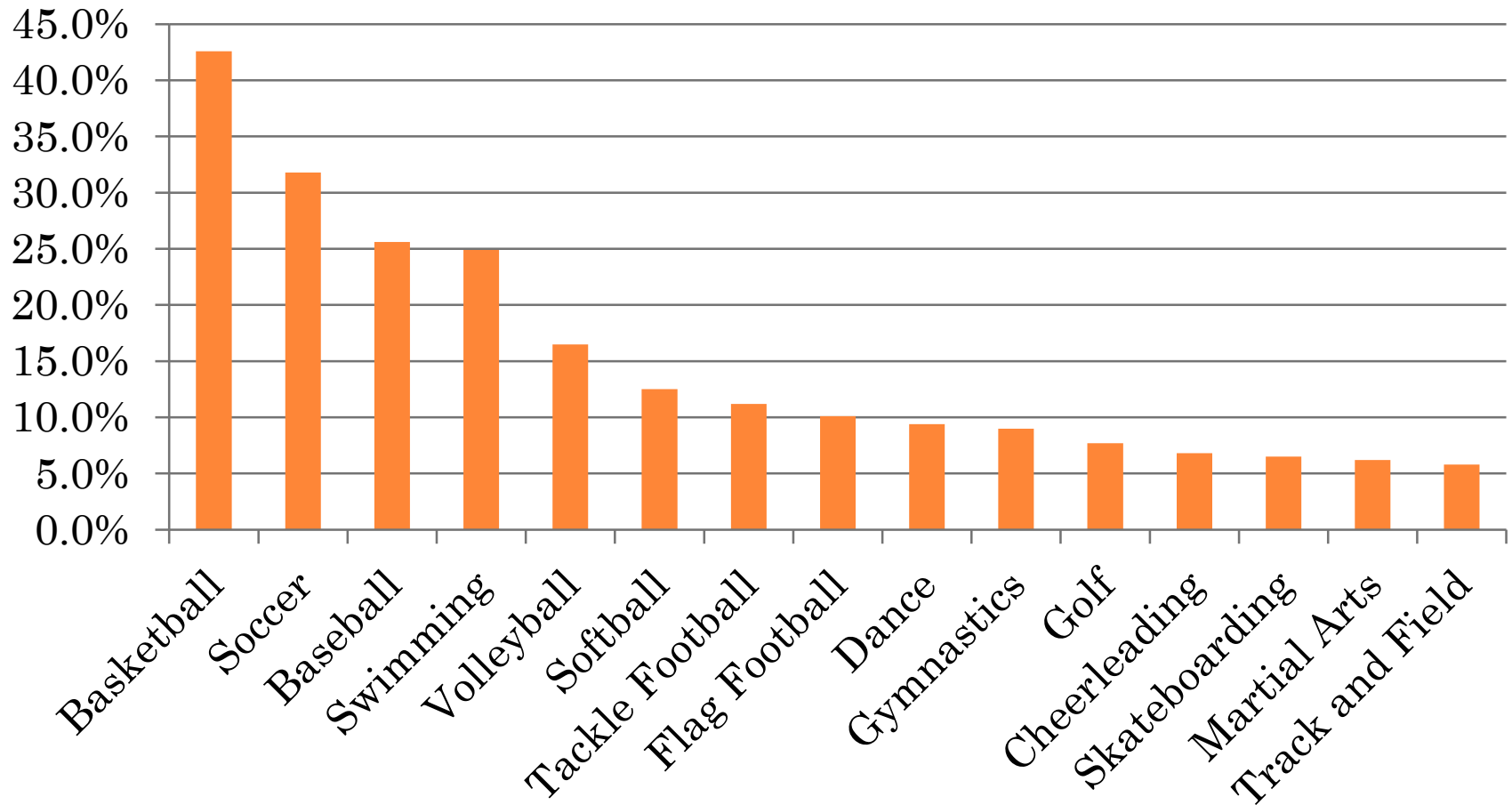


RESPONDENT DEMOGRAPHICS

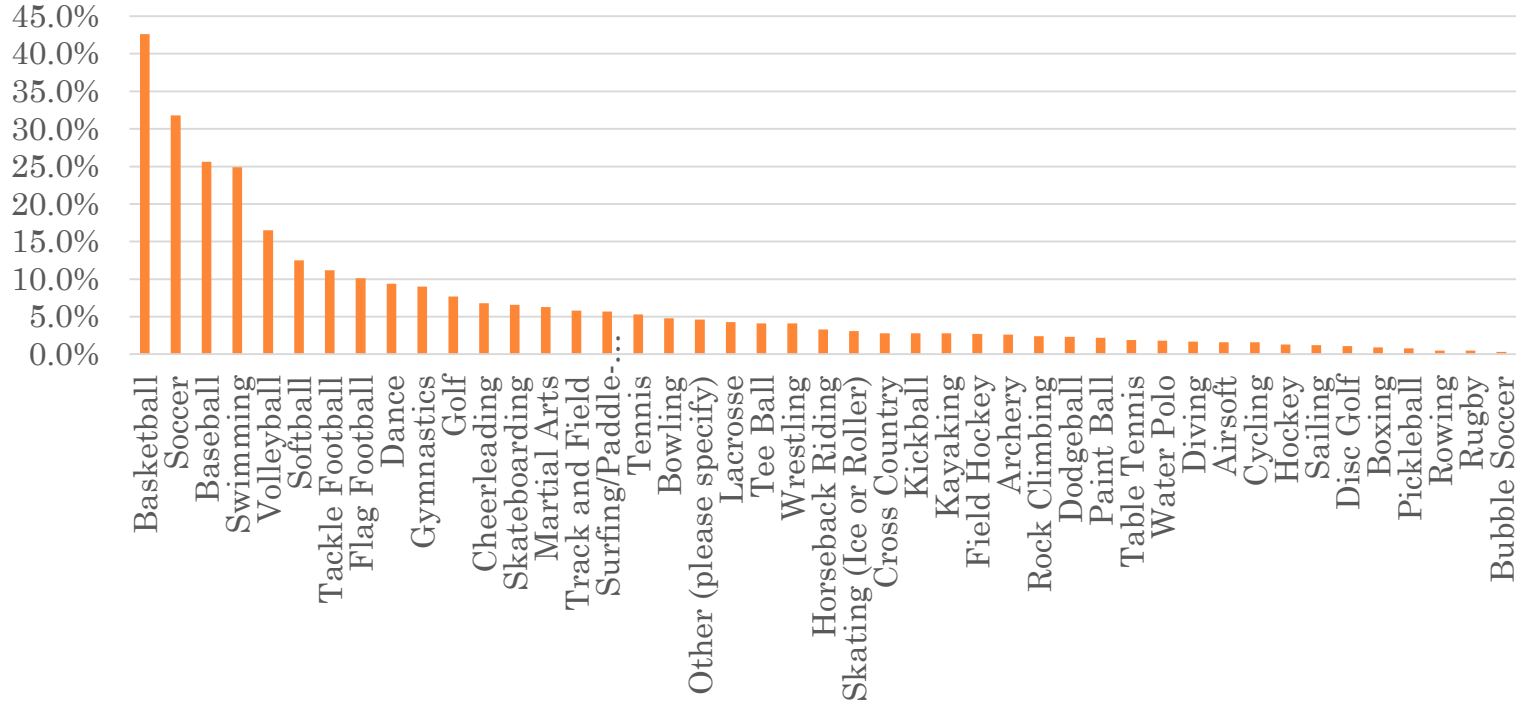
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2,277 respondents - Provides a statistically significant sampling of Virginia Beach Citizens with a 99% reliability (+/-3% margin of error)

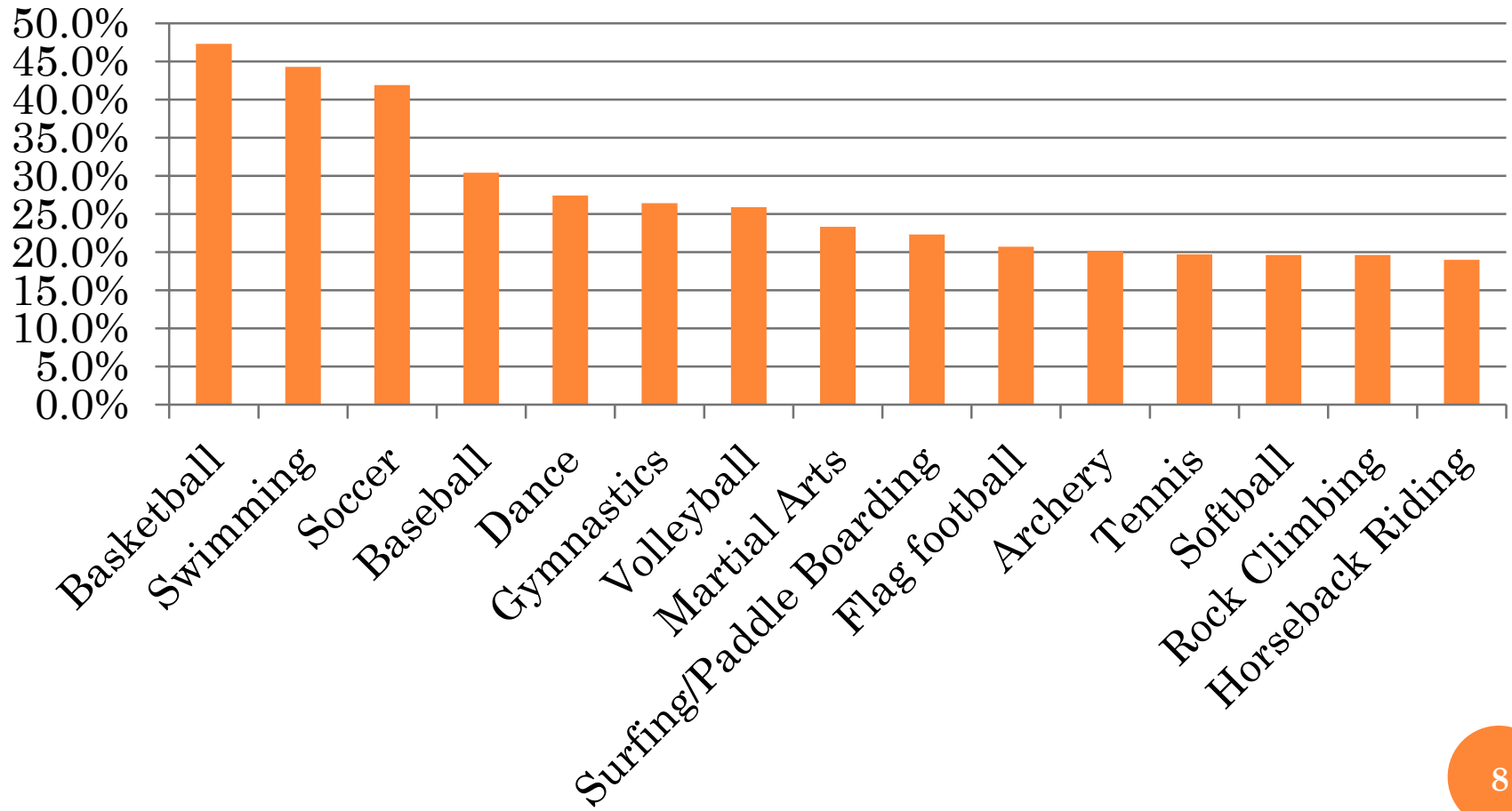
TOP 15 SPORTS PLAYED



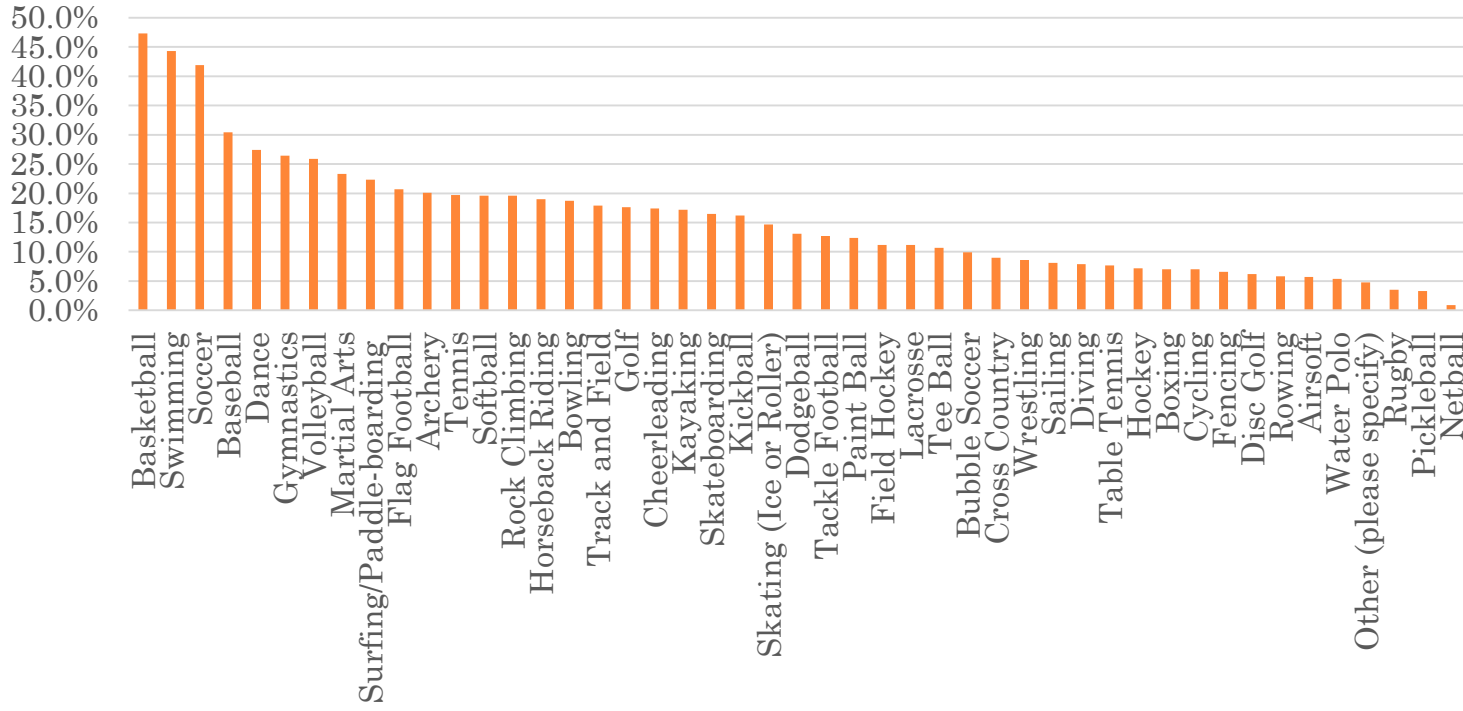
ALL SPORTS RESPONDENTS CURRENTLY PLAY



TOP 15 INTERESTED IN



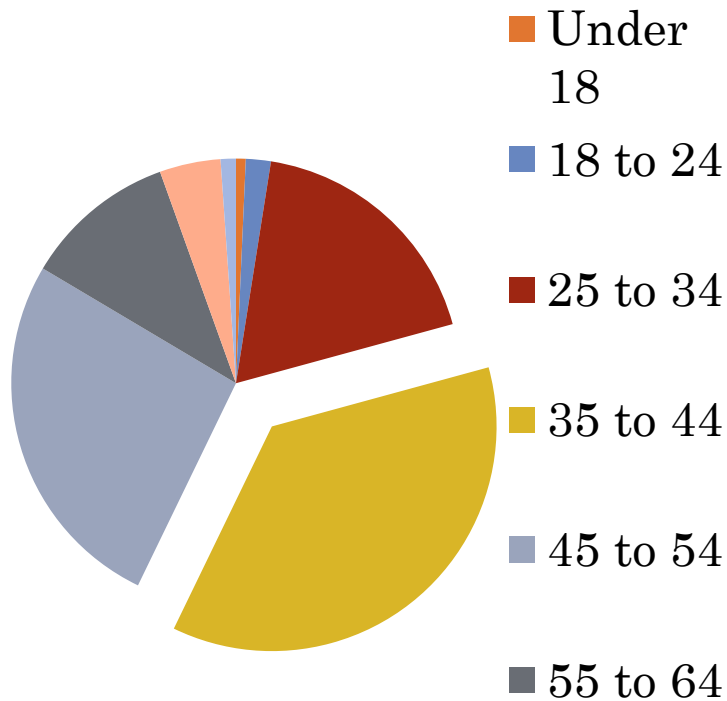
ALL SPORTS RESPONDENTS ARE INTERESTED IN PLAYING



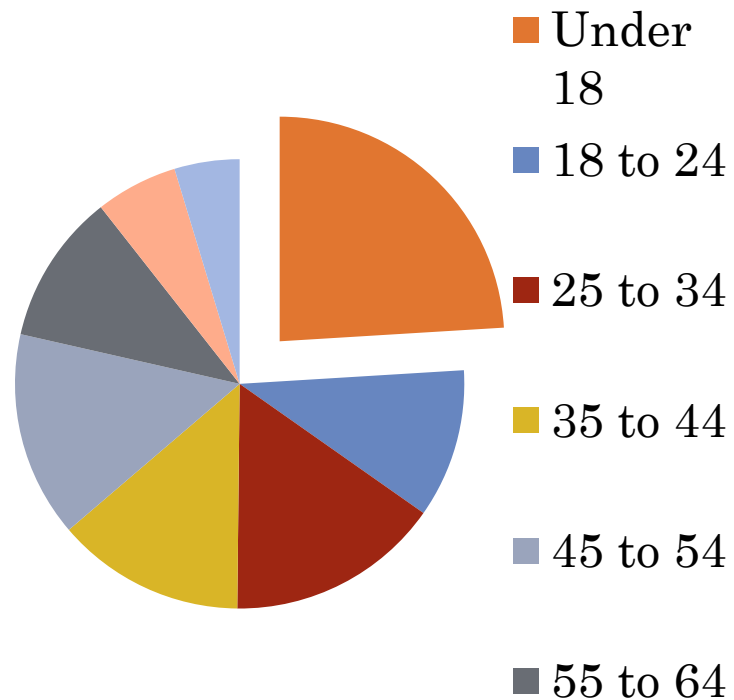
OTHER SPORTS MENTIONED IN SURVEY PLAYED OR INTERESTED



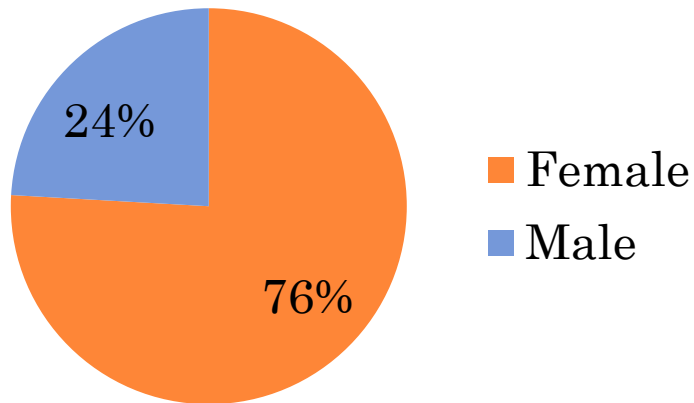
Age Distribution of All Respondents



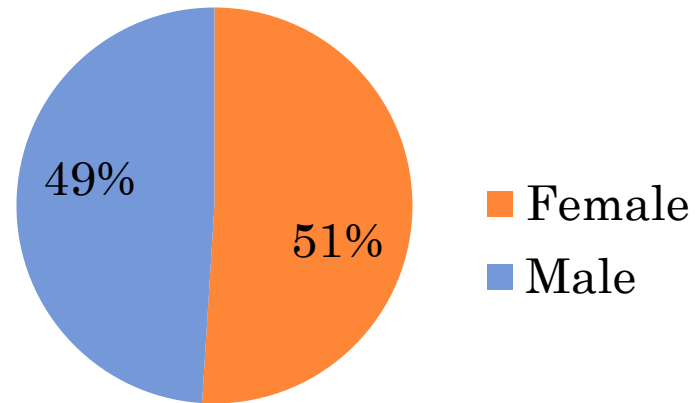
Age Distribution of Virginia Beach Residents



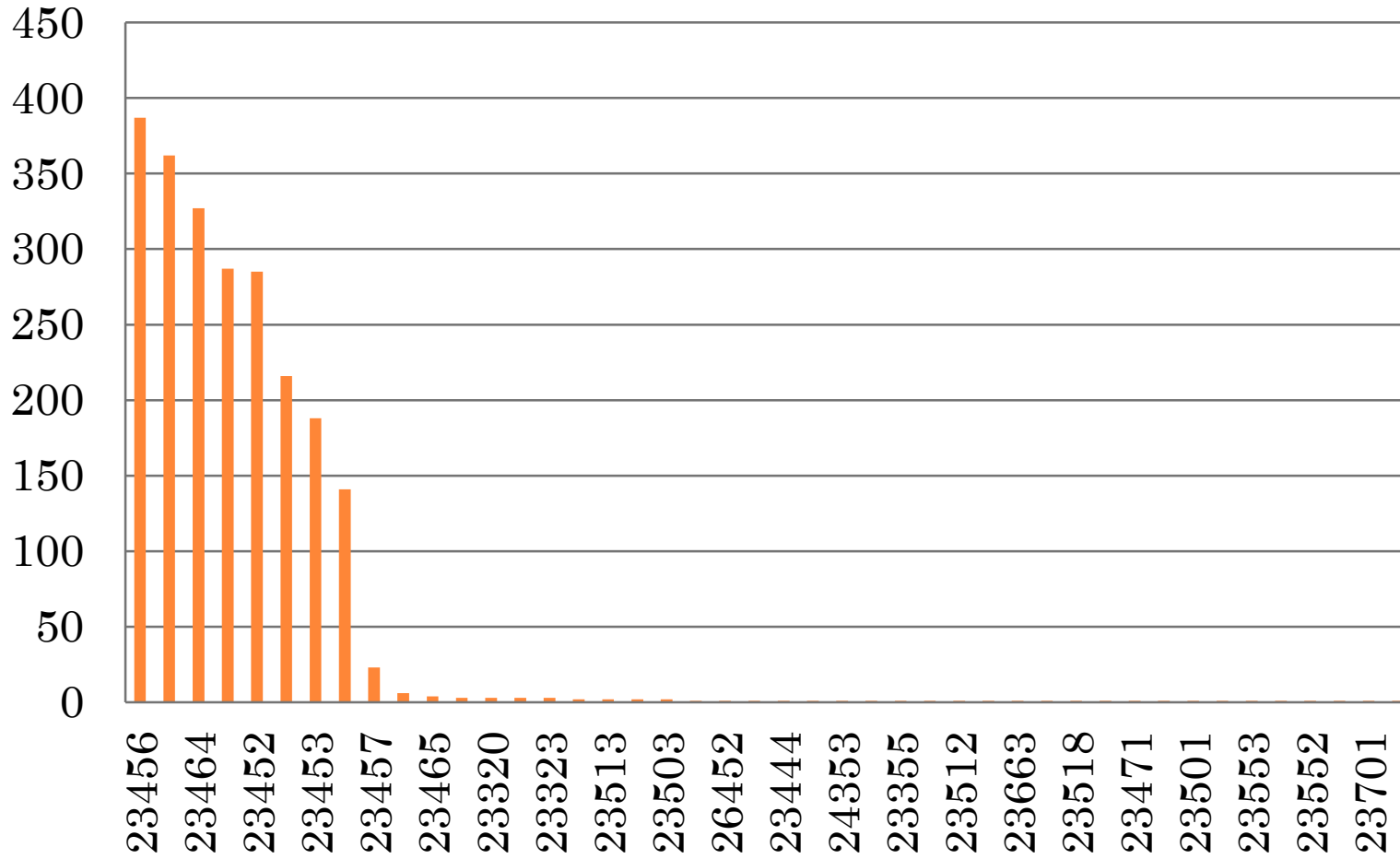
Age Distribution of All Respondents



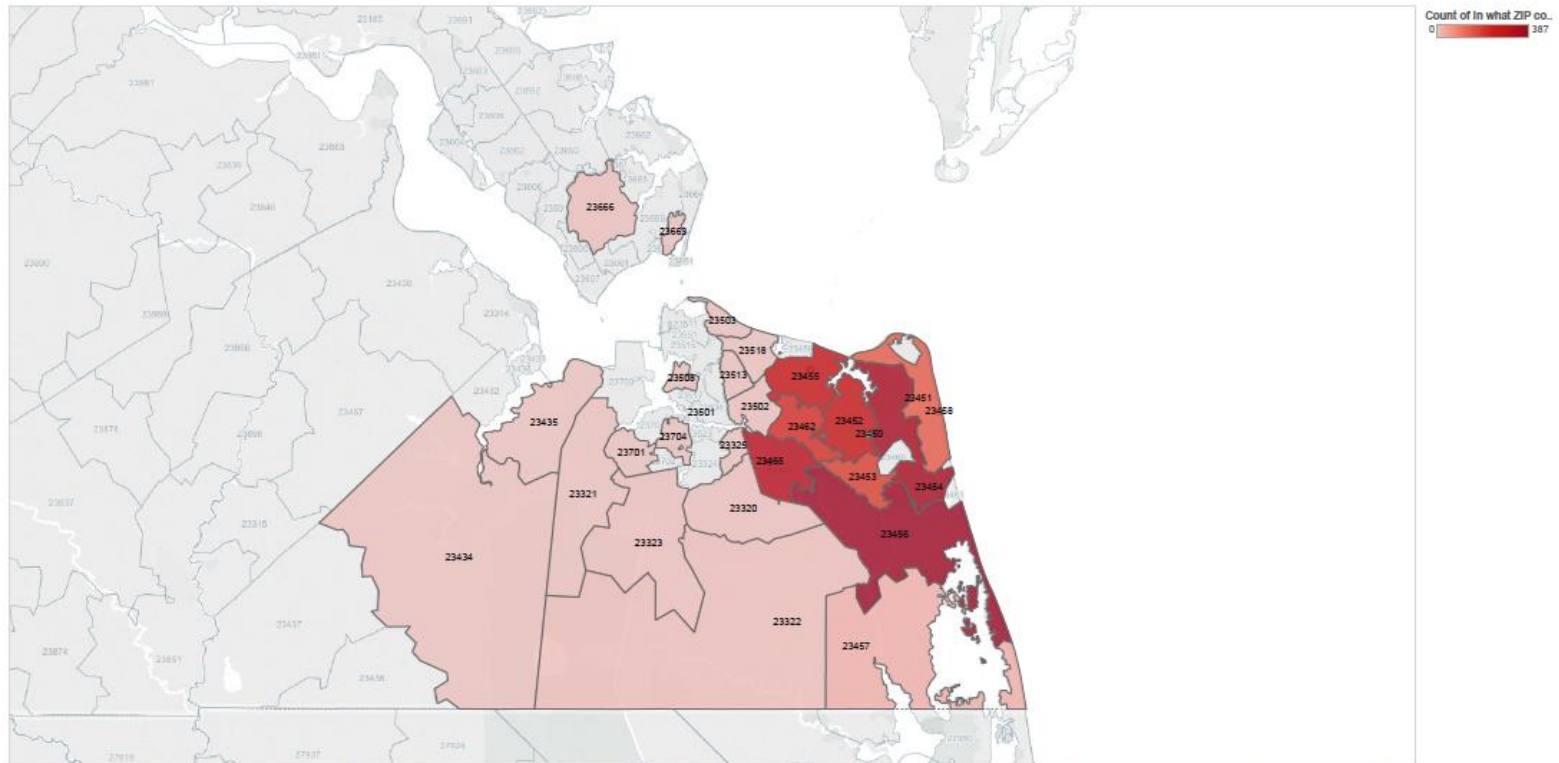
Gender Distribution of Virginia Beach Residents



Frequency of Respondent Zip Codes

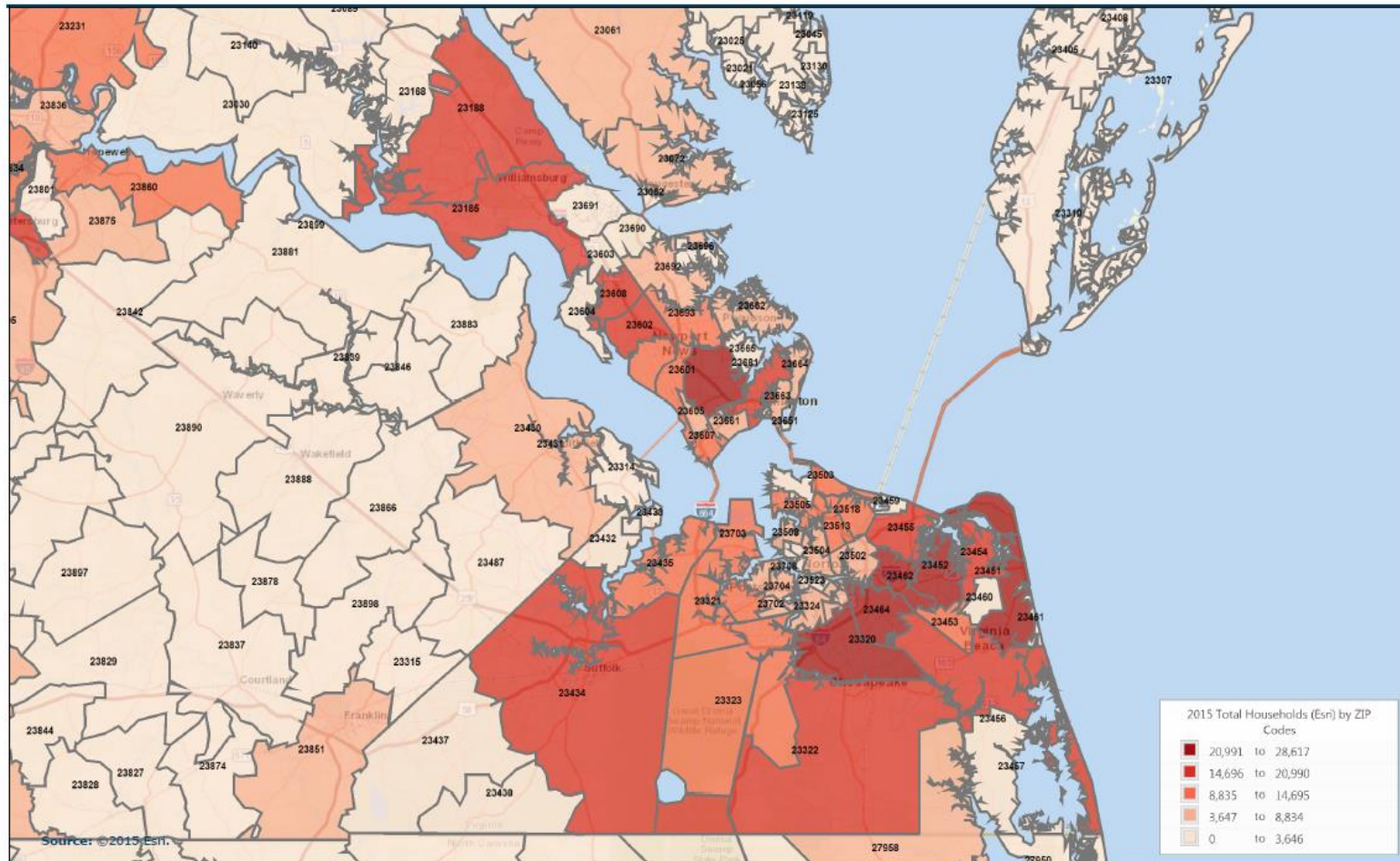


HEAT MAP OF RESPONDENT ZIP CODES

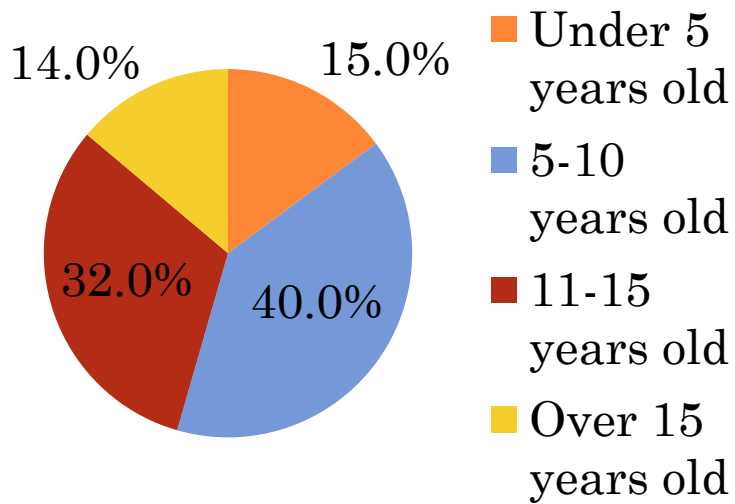


Map based on Longitude (generated) and Latitude (generated). Color shows count of In what ZIP code is your home located? (enter 5-digit ZIP code; for example, 00544 or 94305). The marks are labeled by In what ZIP code is your home located? (enter 5-digit ZIP code; for example, 00544 or 94305).

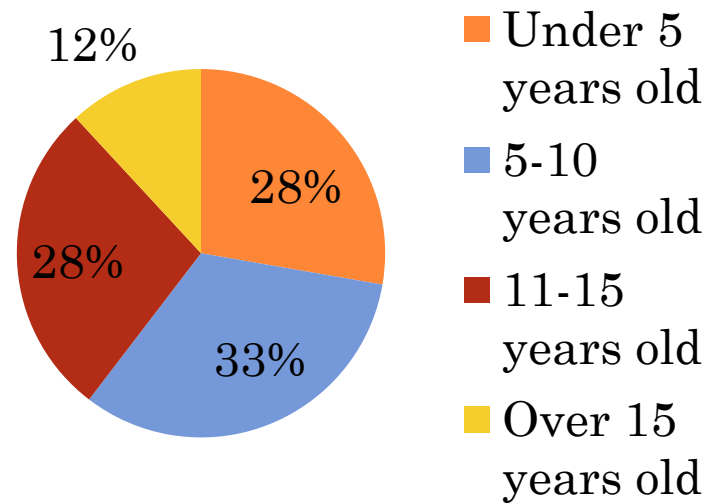
HEAT MAP OF RESIDENT ZIP CODES



Respondent's Children by Age



Virginia Beach Residents Under 18

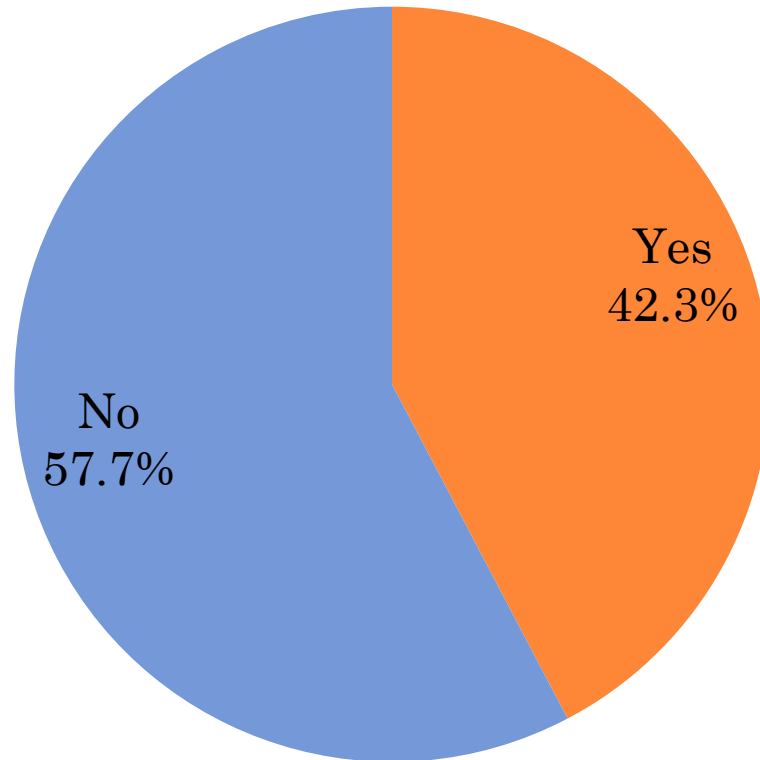




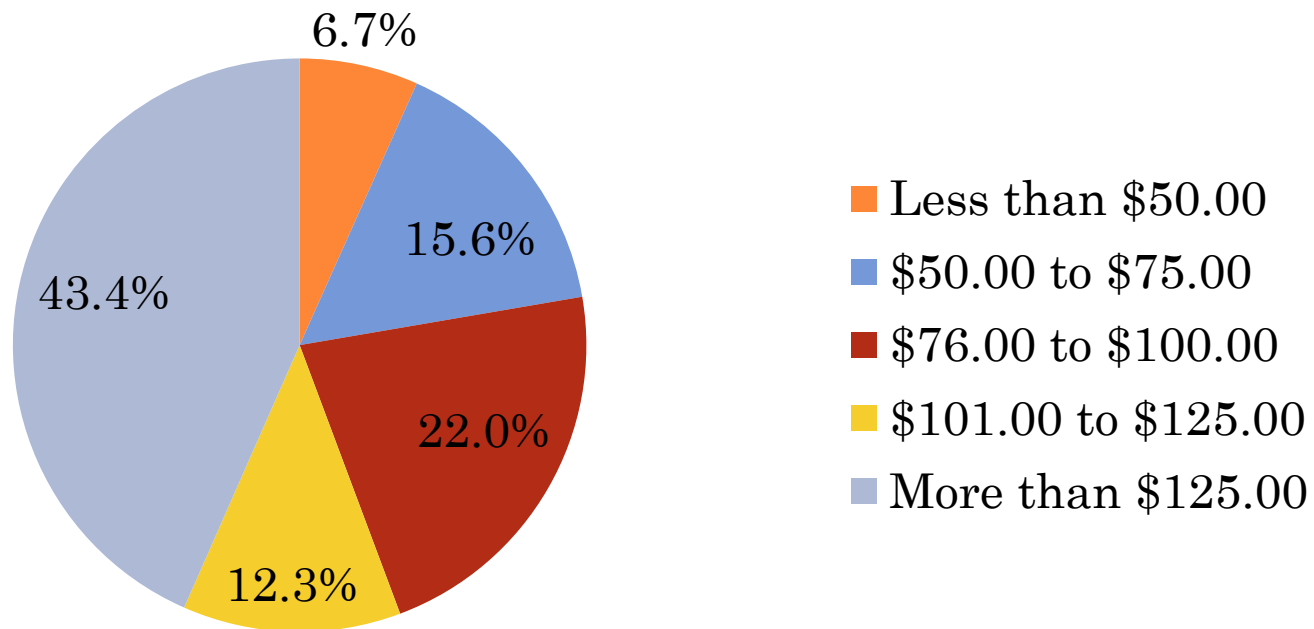
CURRENT SPORTS PARTICIPATION

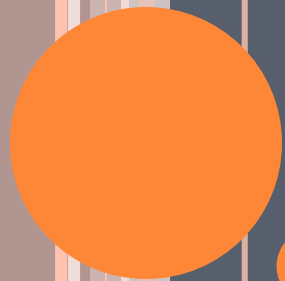
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Does your child currently play a sport?



Approximately how much do you currently spend on your child's/children's sports league(s) per season?





COMMUNITY PRIORITIES

**THE FOLLOWING CHOICES WERE RANKED BY
THE RESPONDENTS AS THE MOST
IMPORTANT OUTCOME FOR A YOUTH
RECREATIONAL SPORTS PROGRAM.**

#1 - Fun

#2 - Fitness/Physical Activity

#3 - Teamwork

#4 - Increased Self-Esteem

#5 - Learning New Skills

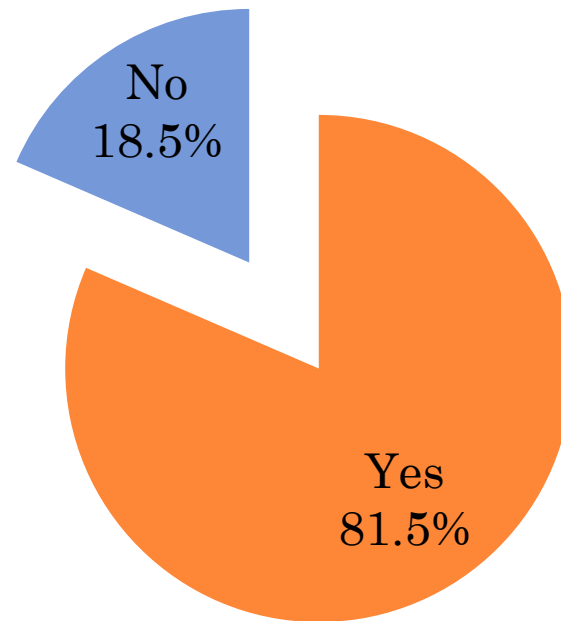
#6 - Working Towards a Goal

#7 - Making New Friends

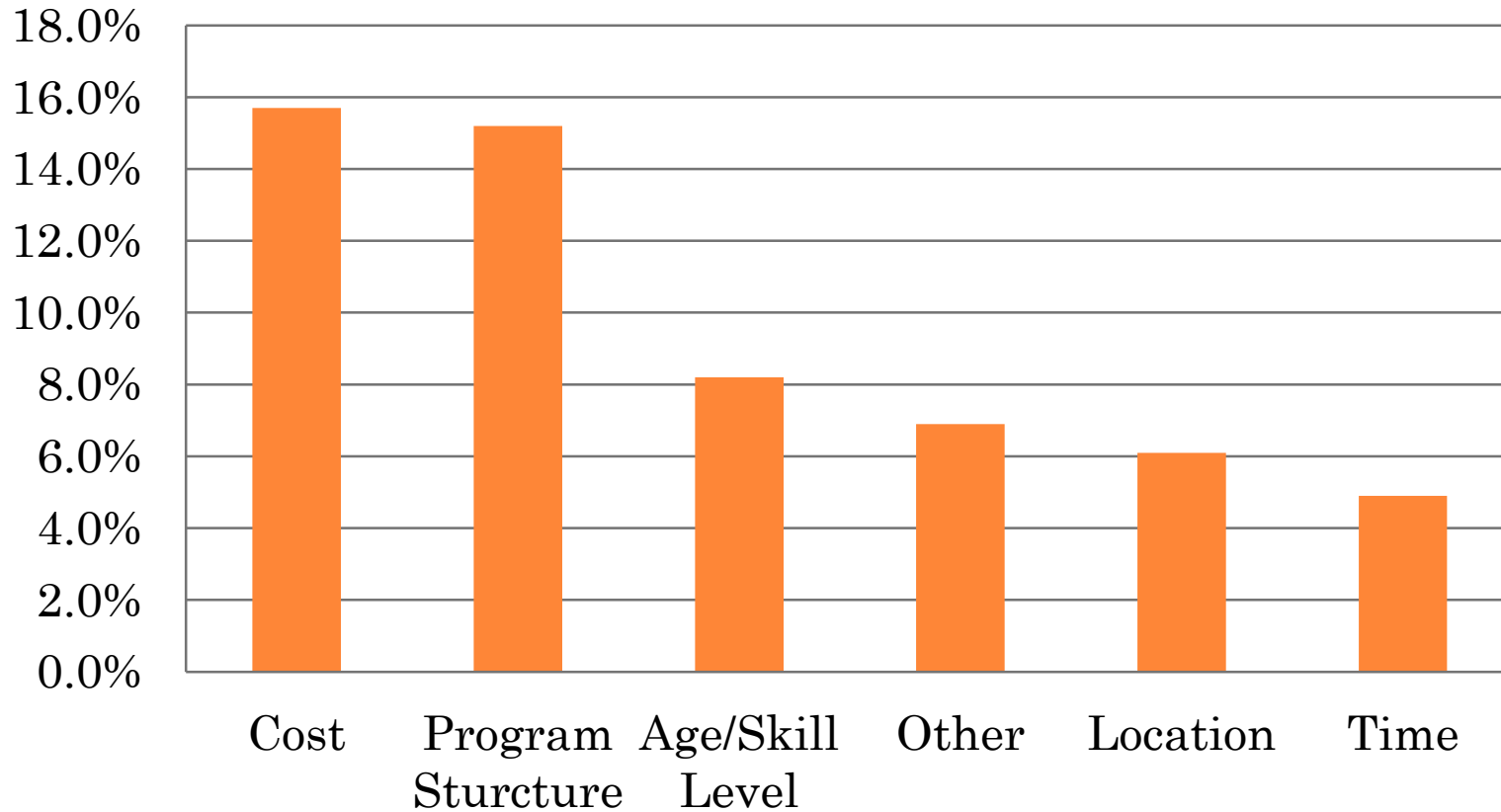
#8 - Enhanced Motor Skills

#9 - Competition

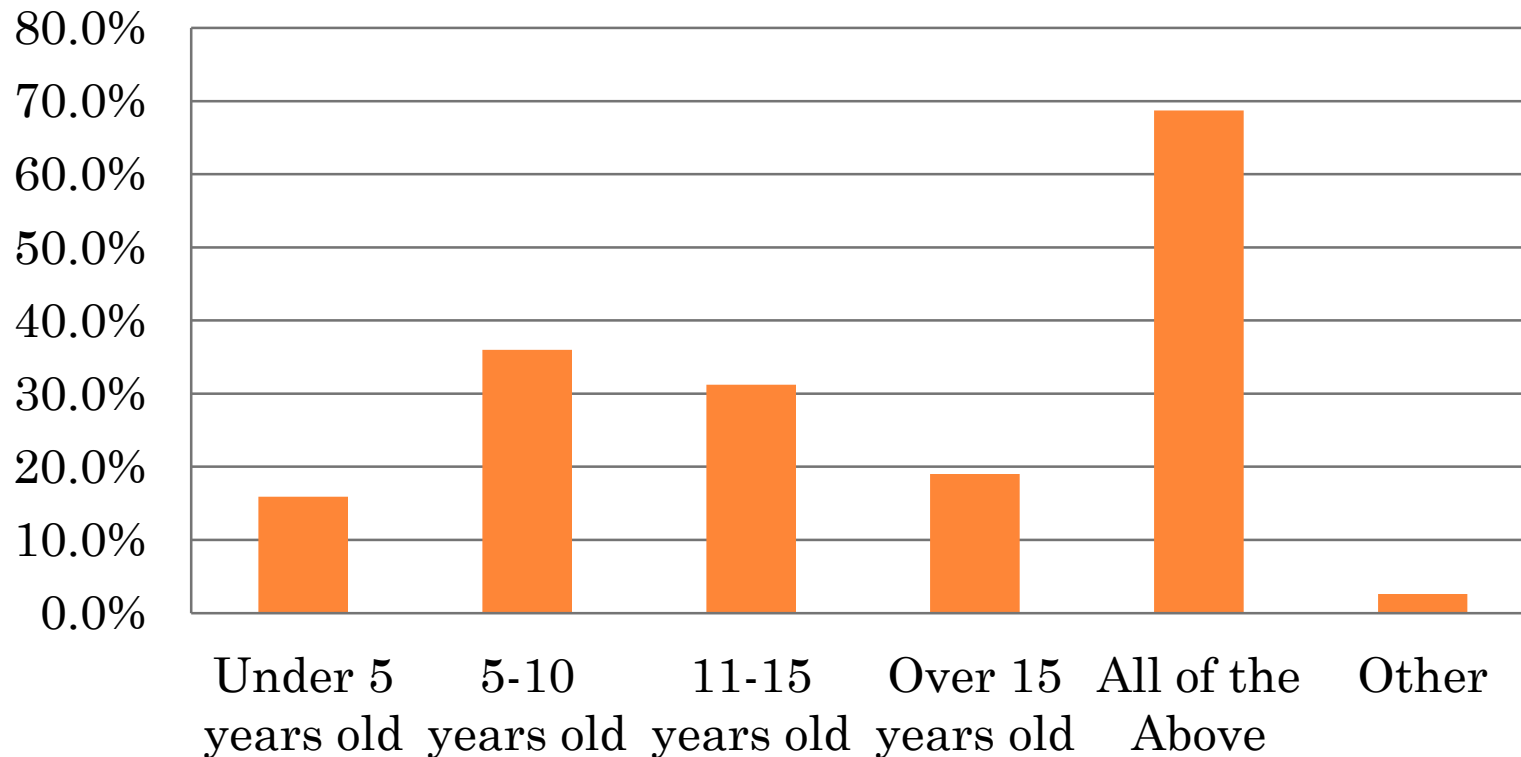
Would you choose a youth recreational league over a youth competitive/club/travel league?



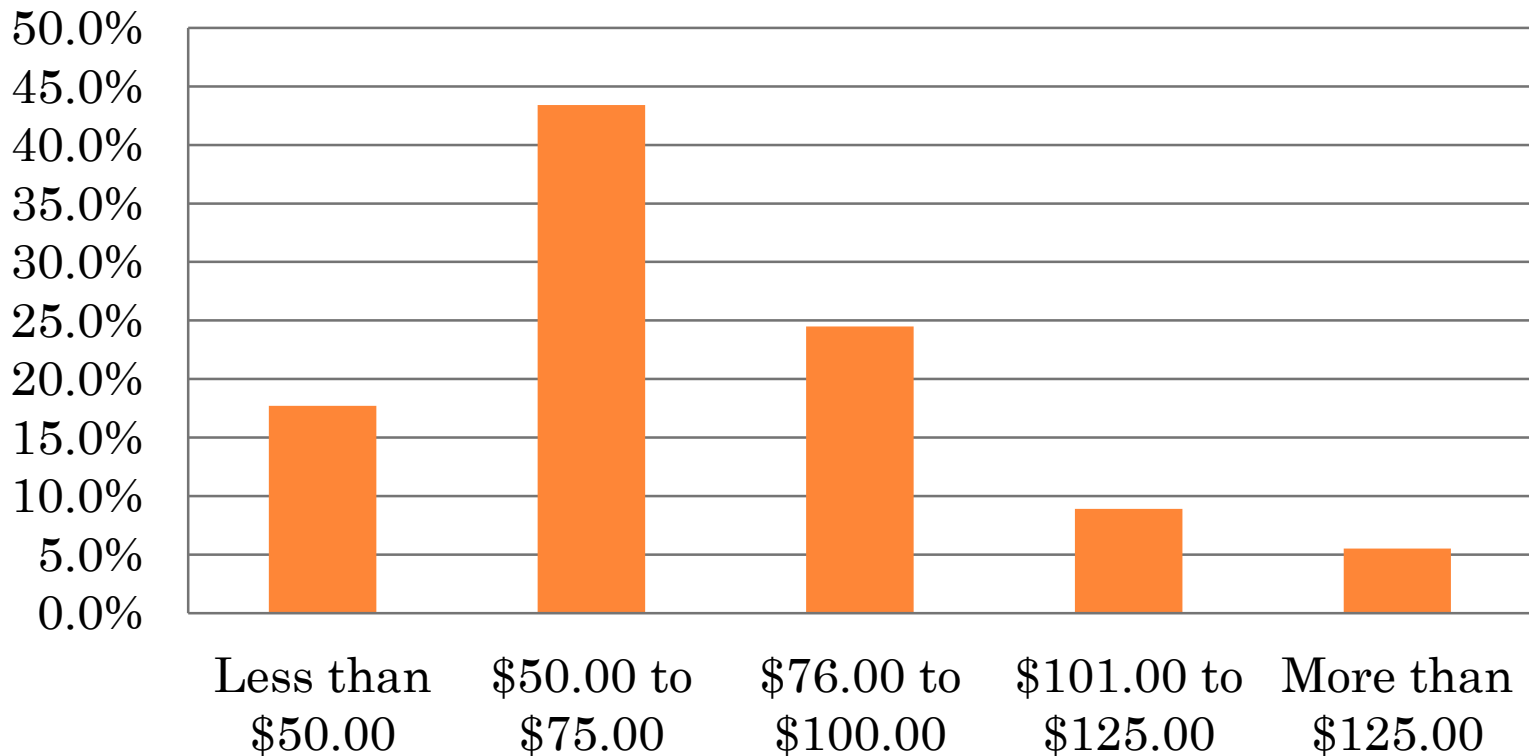
Reasons Respondents Would Choose a Youth Recreational League



What age range do you think Parks & Recreation youth recreational sports should serve? Select all that apply.

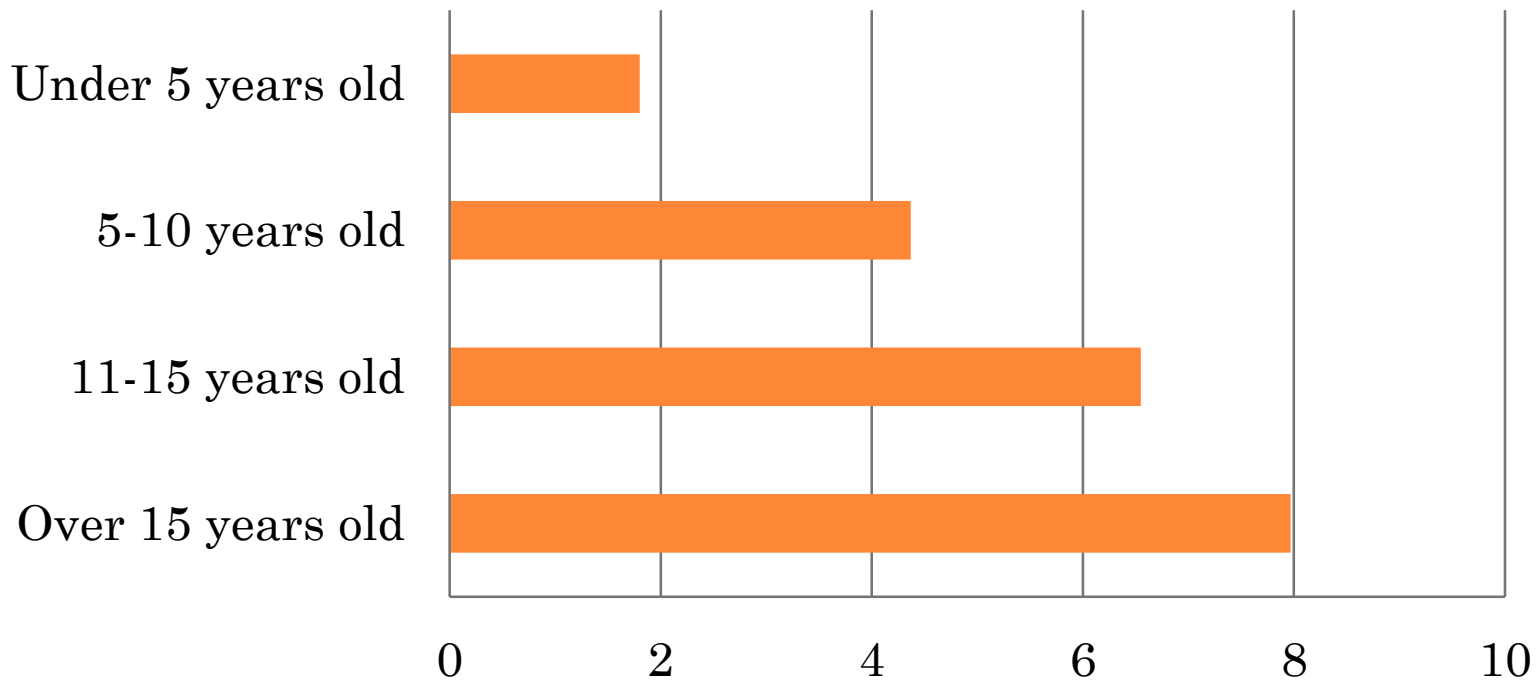


How much would you expect to pay for a youth recreational sports program per season?

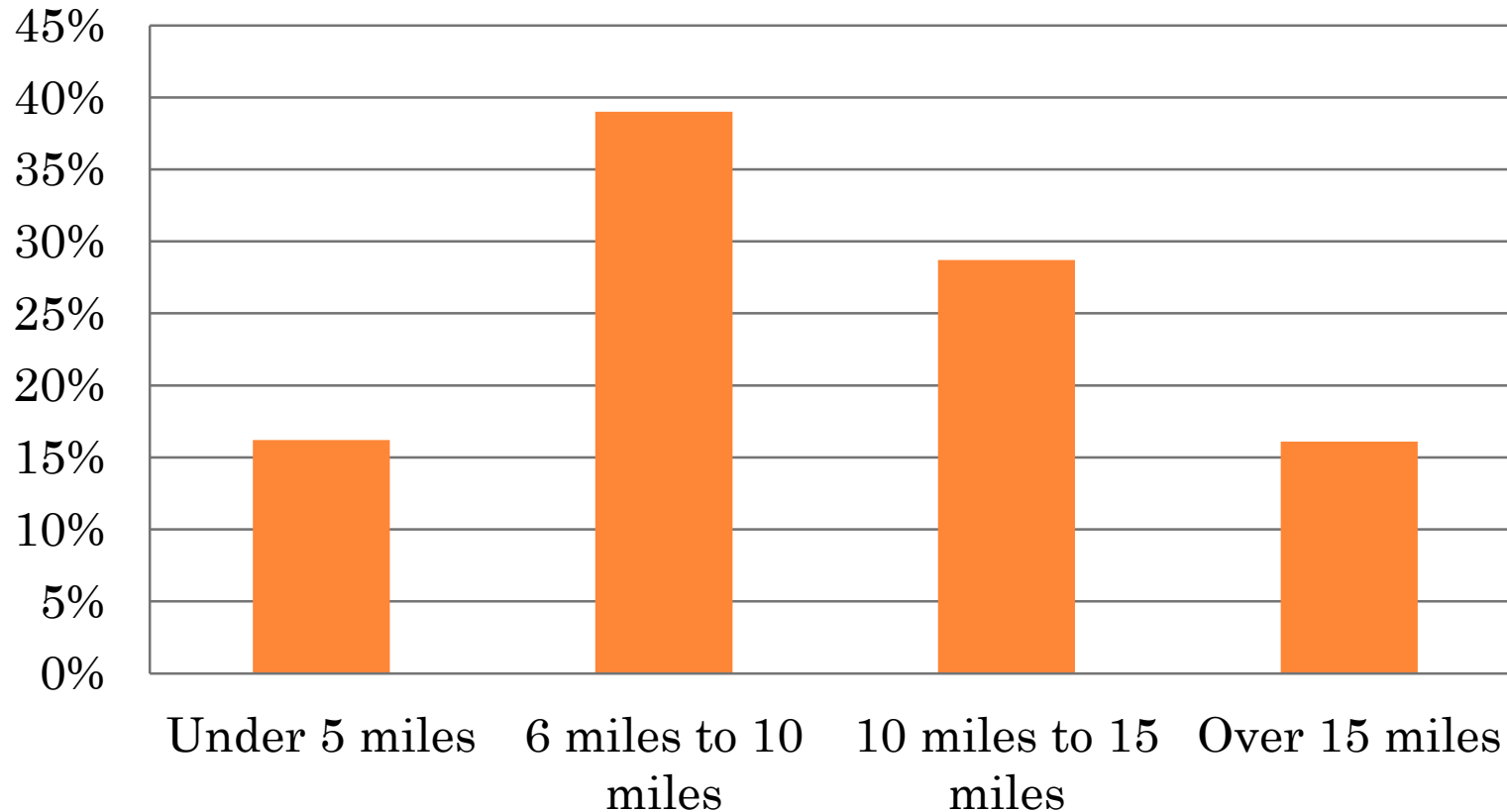


What level of competition do you expect from a youth recreational sports program?

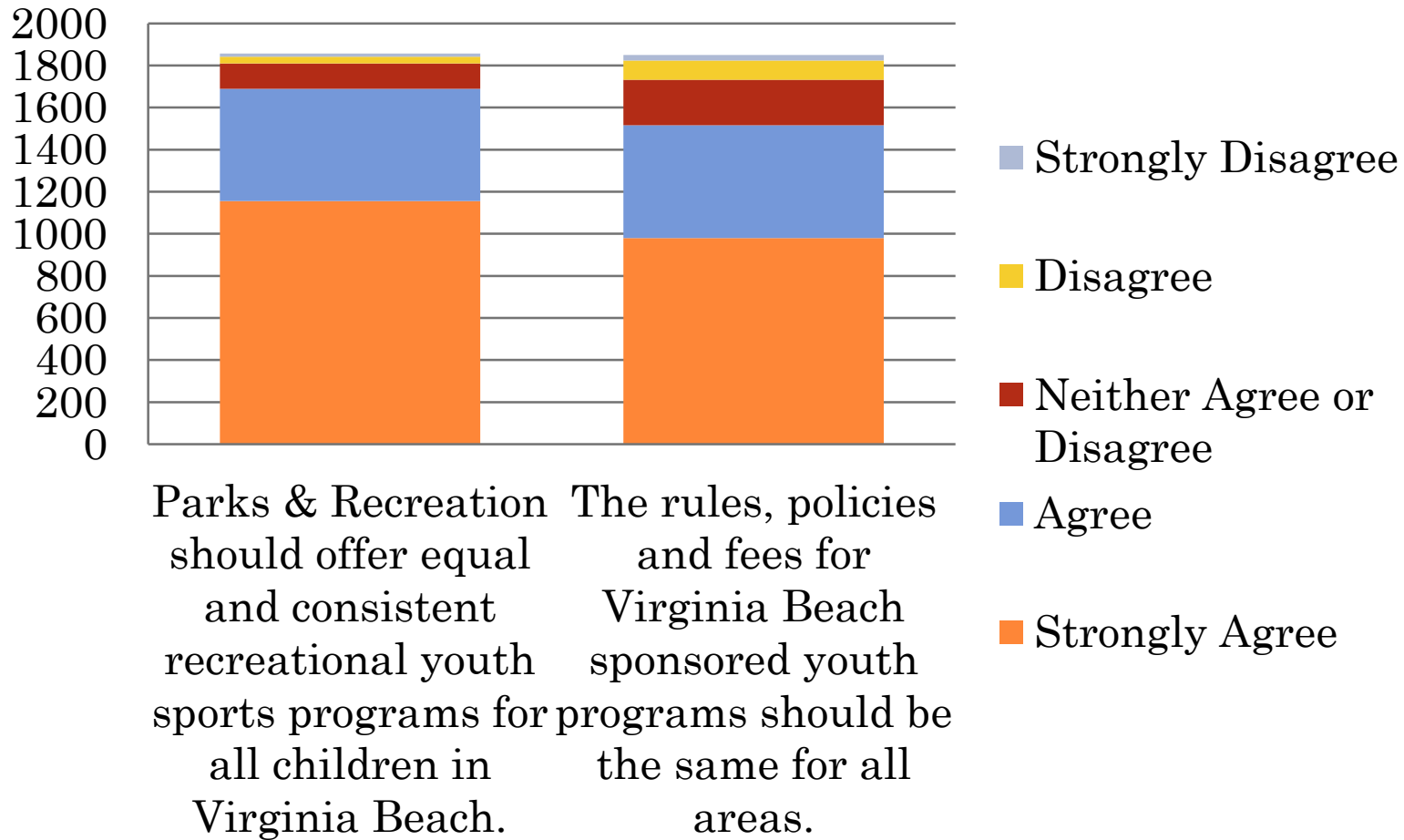
1 = "Just for fun" - 10 = "Competitive"



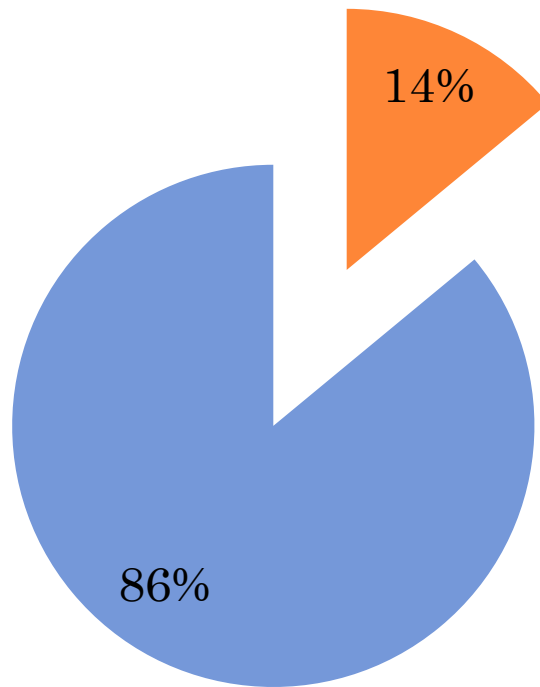
How far from home would you travel for a youth recreational sports program?



Please indicate your level of agreement with the following statements.



Which type of youth recreational sports program is more important to you?



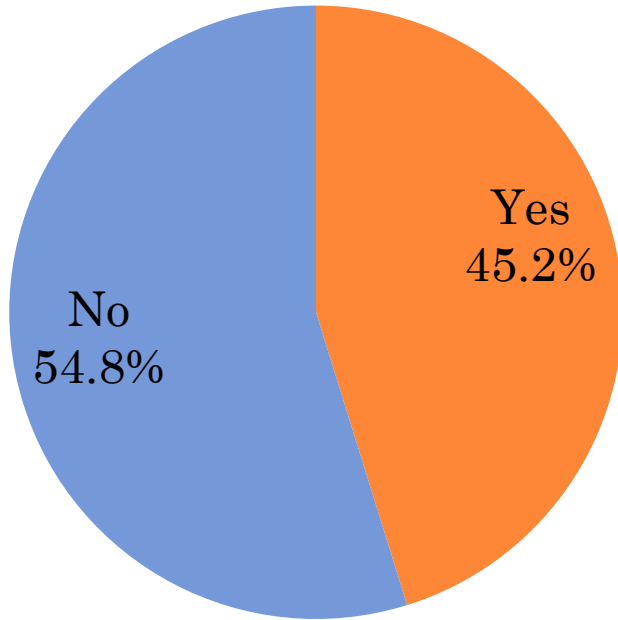
- A program that is highly competitive
- A program that is introductory and concentrates on developmental skills



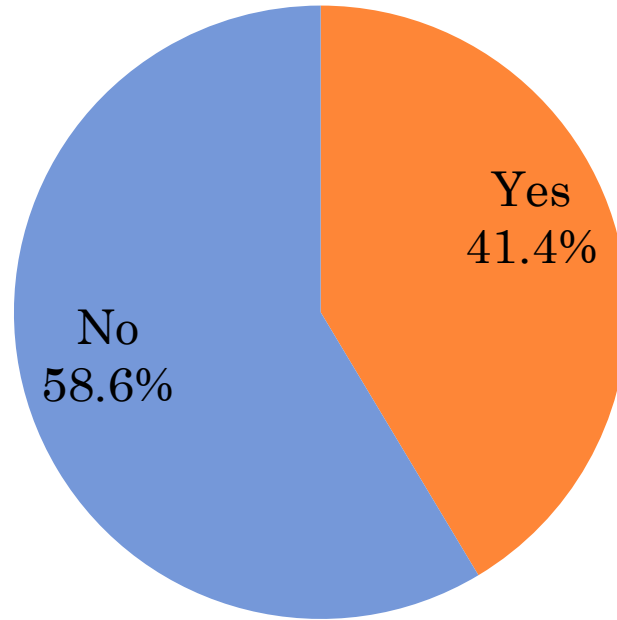
PARTICIPATION OFFERINGS

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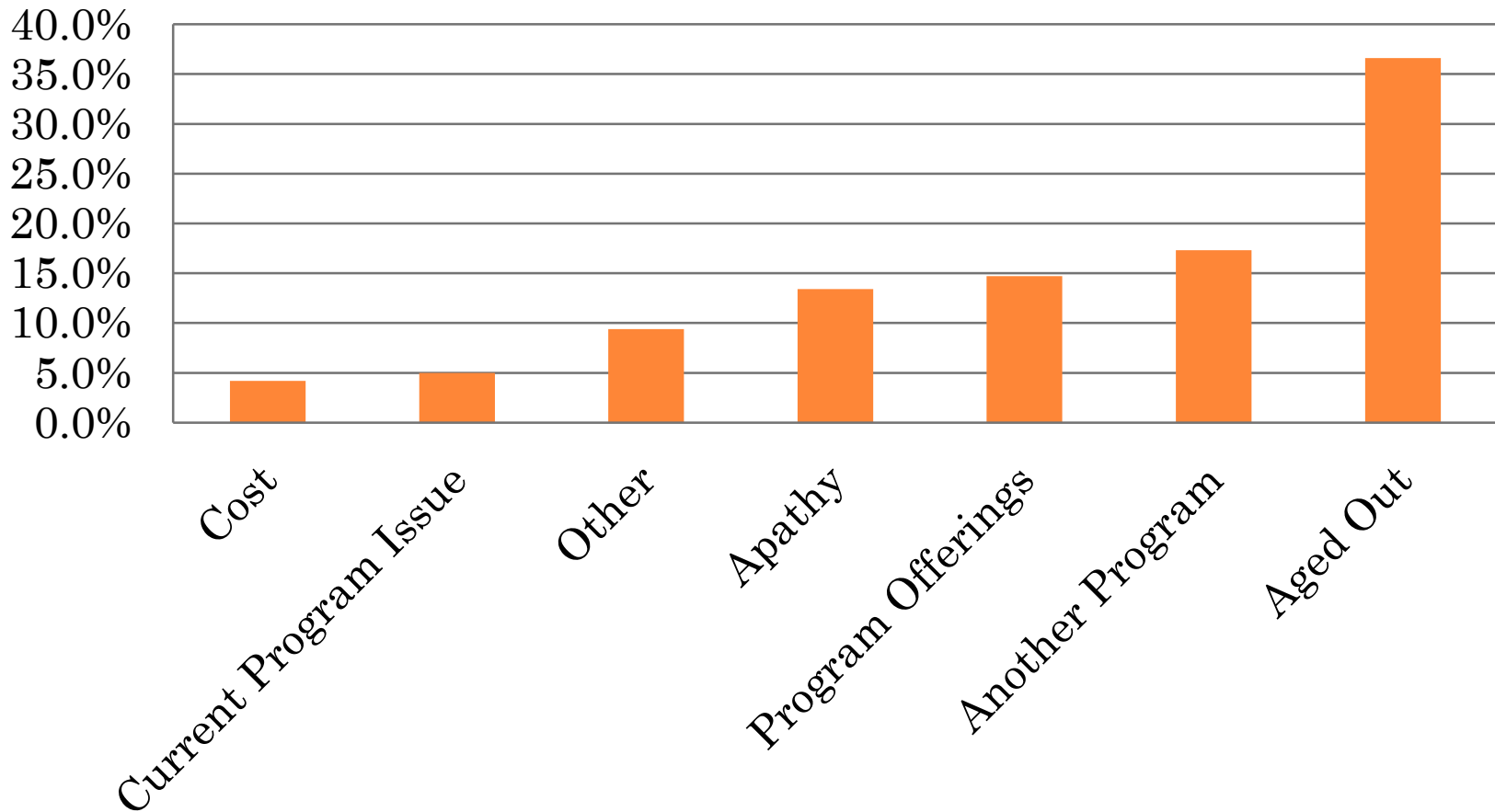
Does your child/children currently participate in a Virginia Beach Parks & Recreation youth sports program?



Have you or your child/children ever participated in a Virginia Beach Parks & Recreation youth sports program?



Reasons for leaving youth sports programs



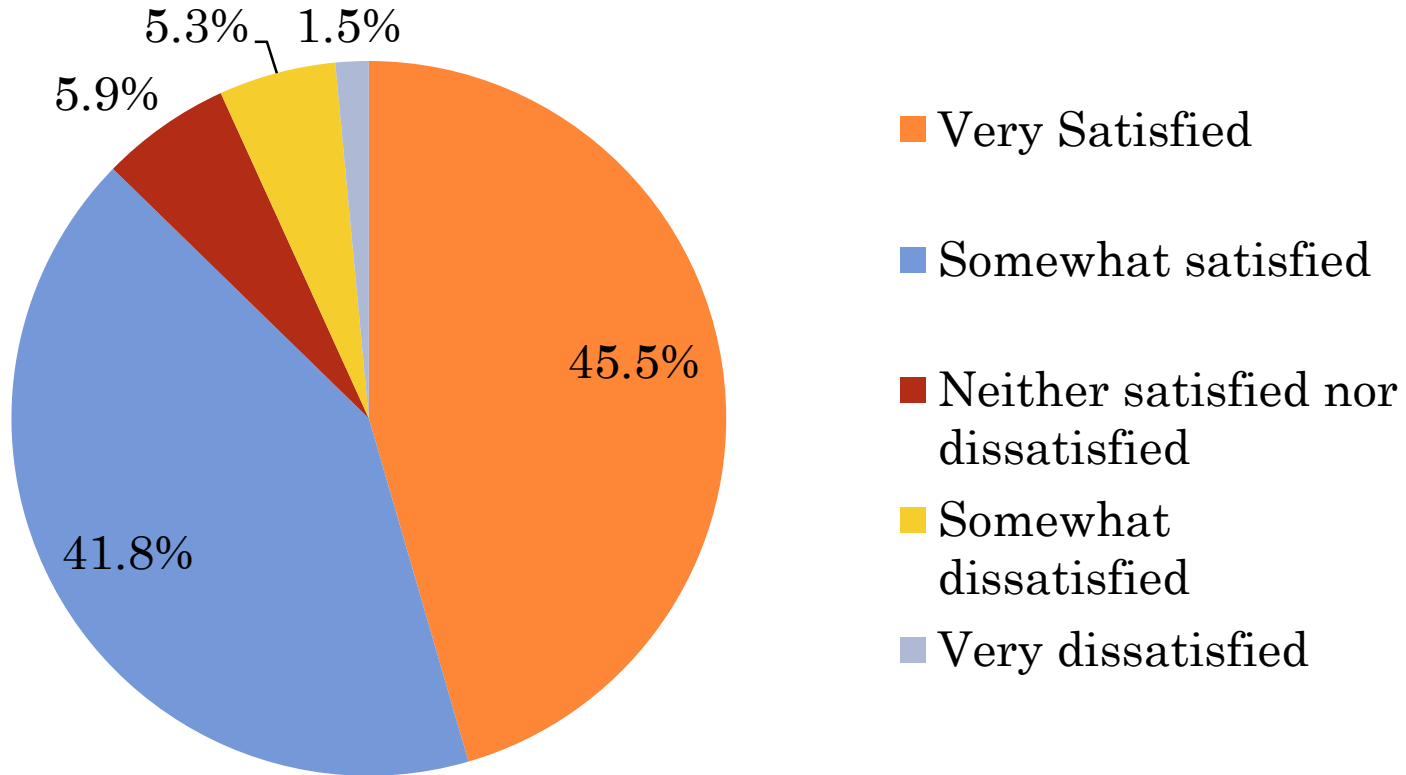


CURRENT CUSTOMER SATISFACTION

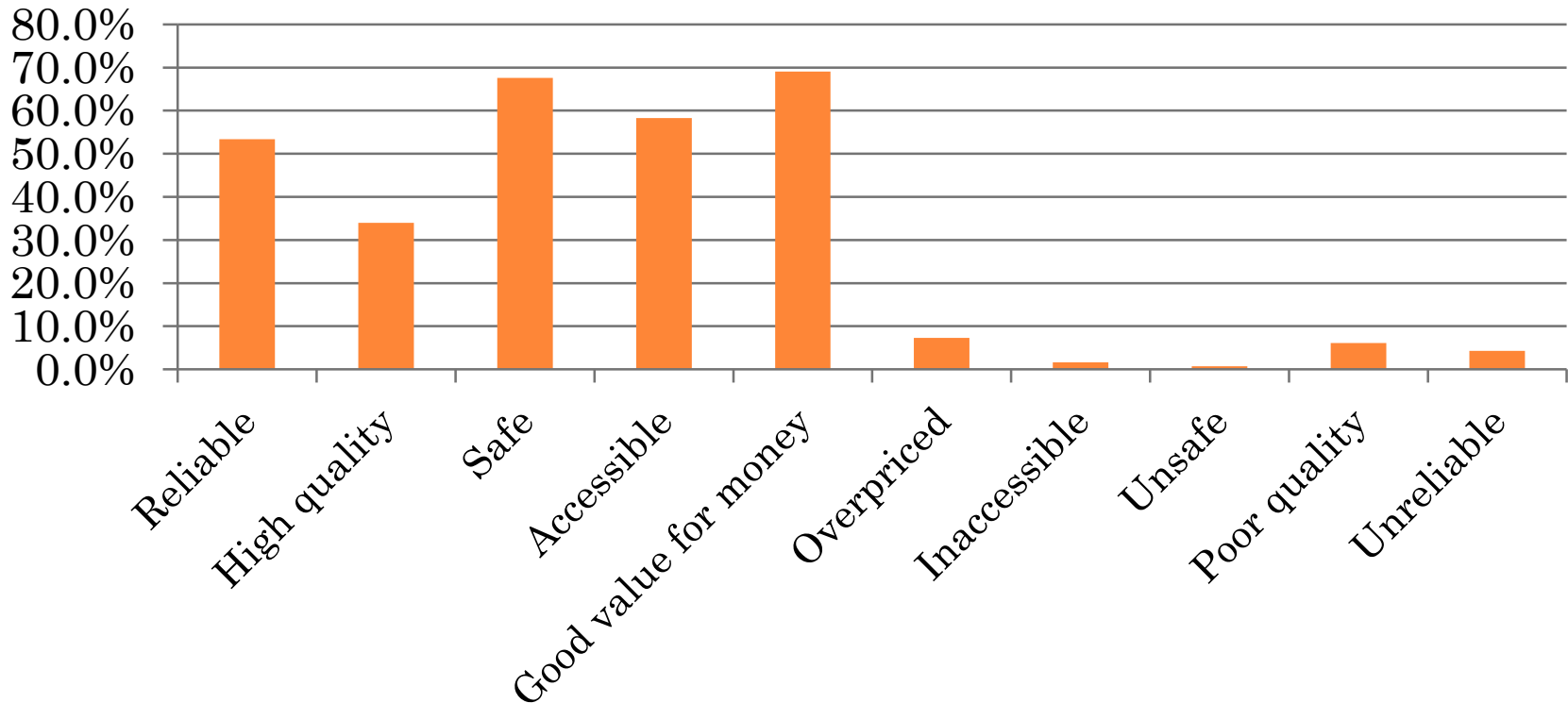
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Questions in this section reflect answers from
current participants only

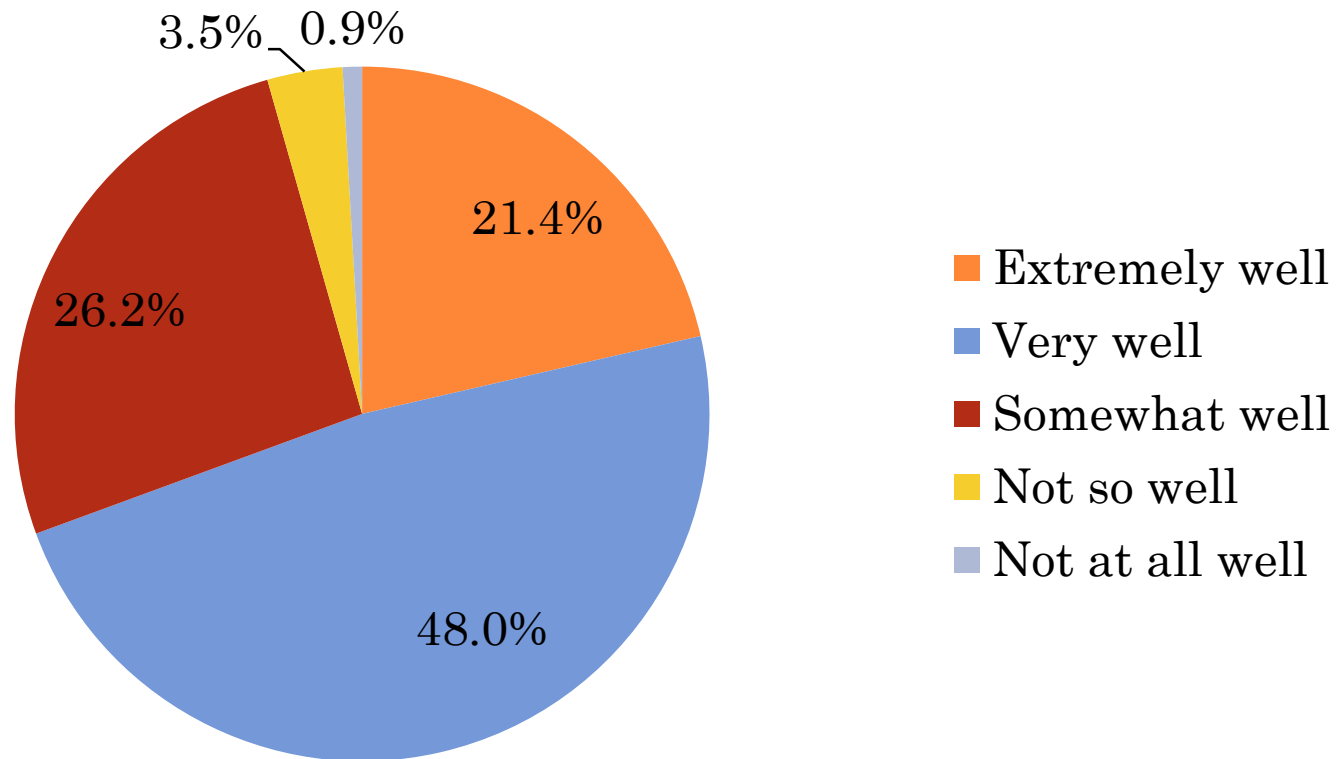
Overall, how satisfied or dissatisfied are you with the youth sports program?



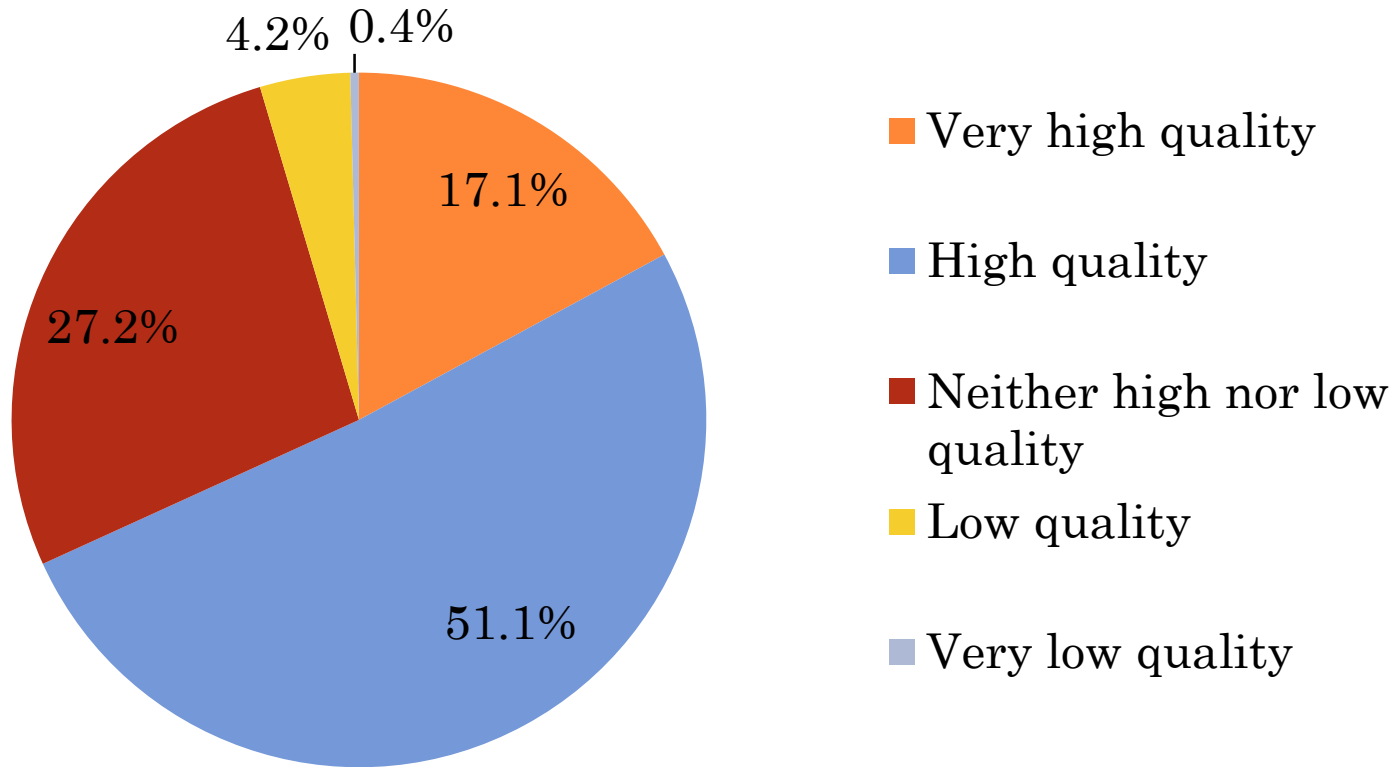
Which of the following words would you use to describe the program? Select all that apply



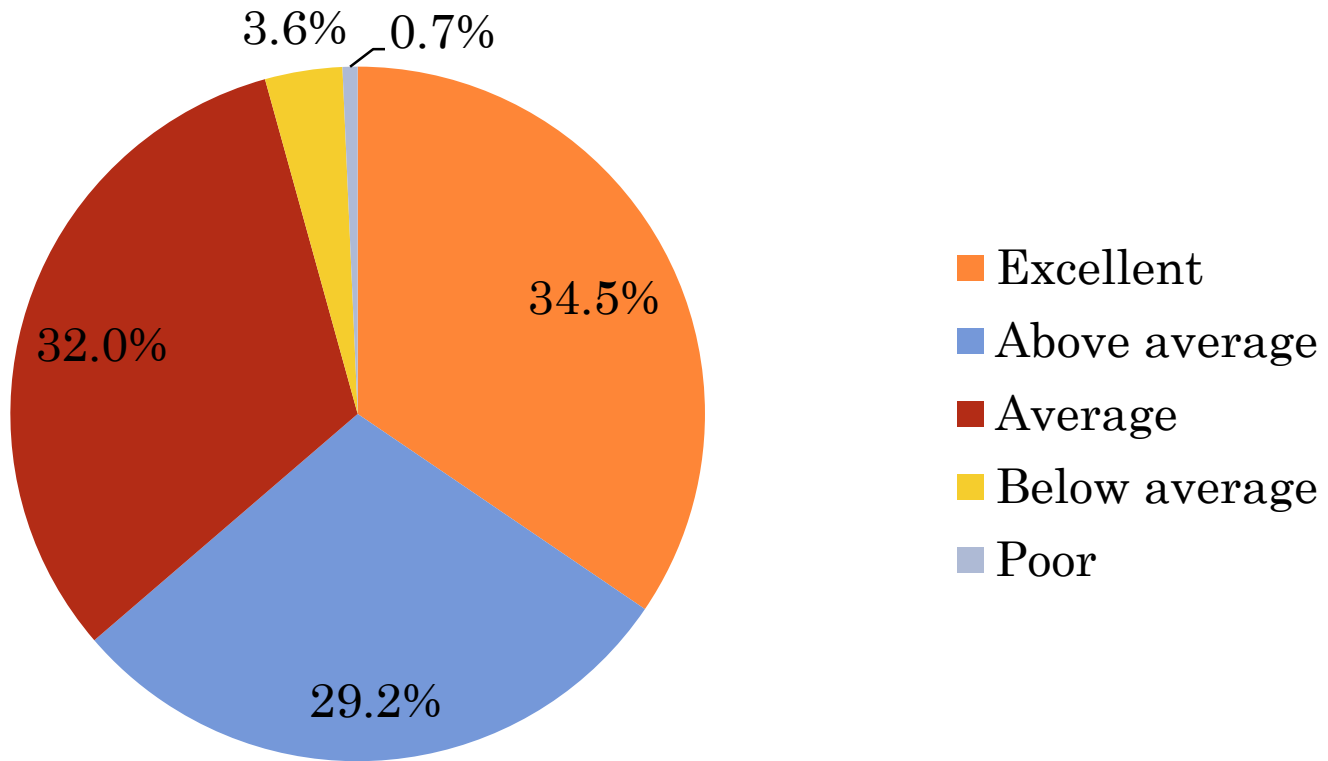
How well does the youth recreational sports program meet your overall needs?



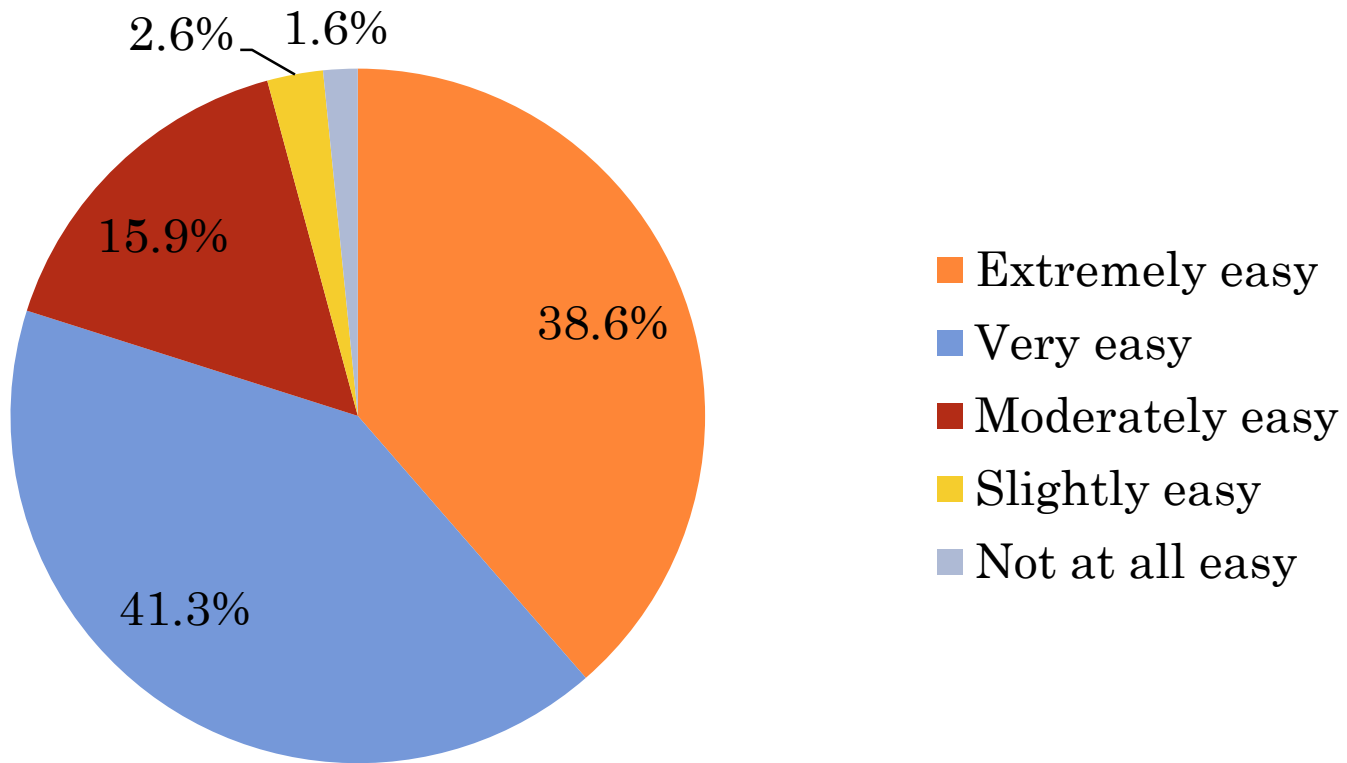
How would you rate the quality of the program?



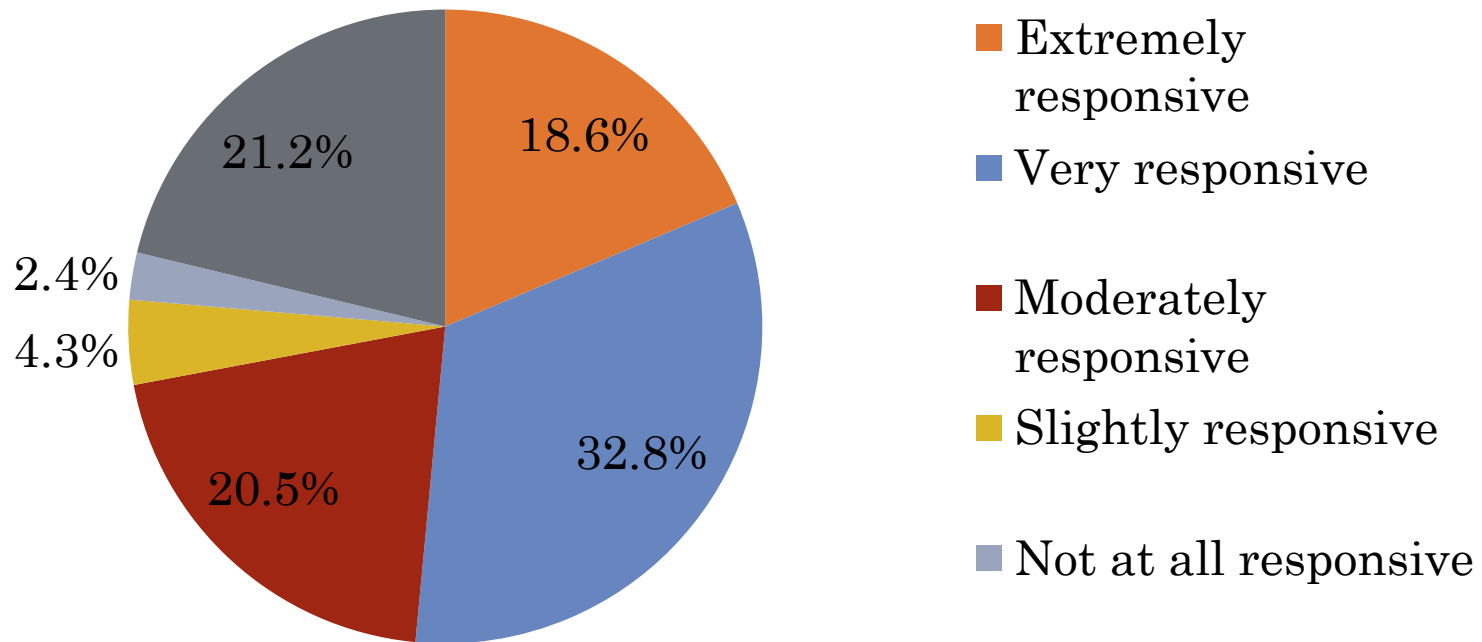
How would you rate the value for the money of the program?



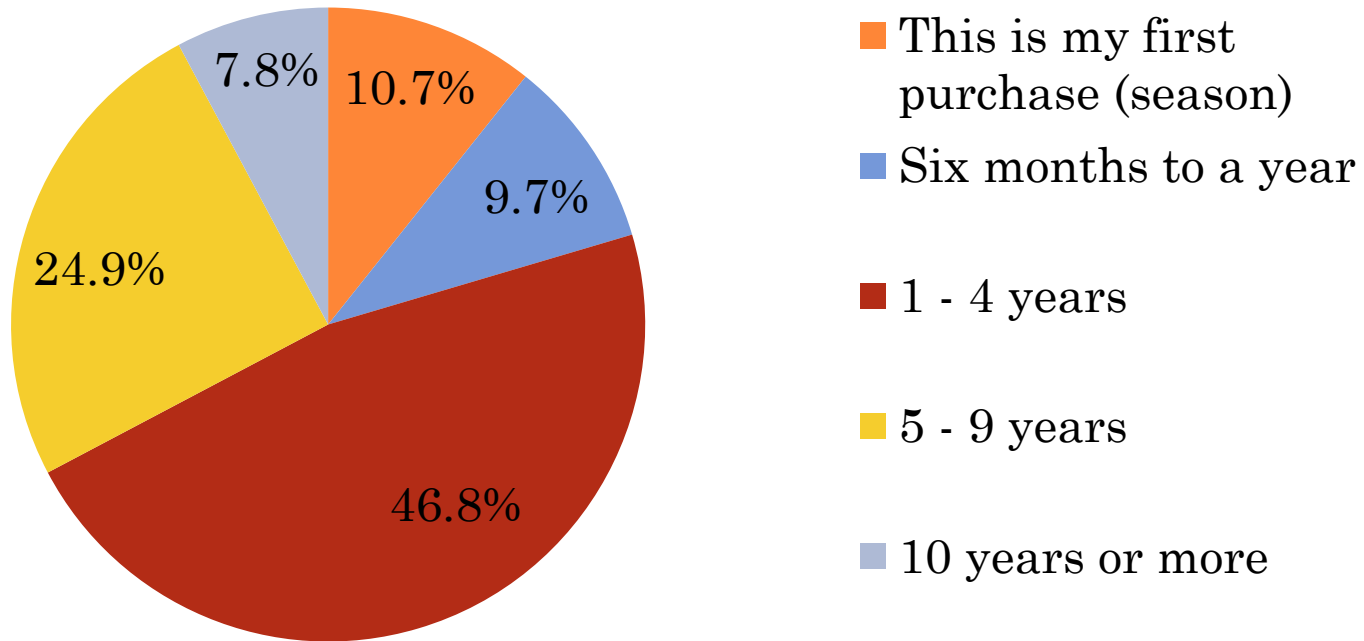
How easy was it to register your child/children for the program?



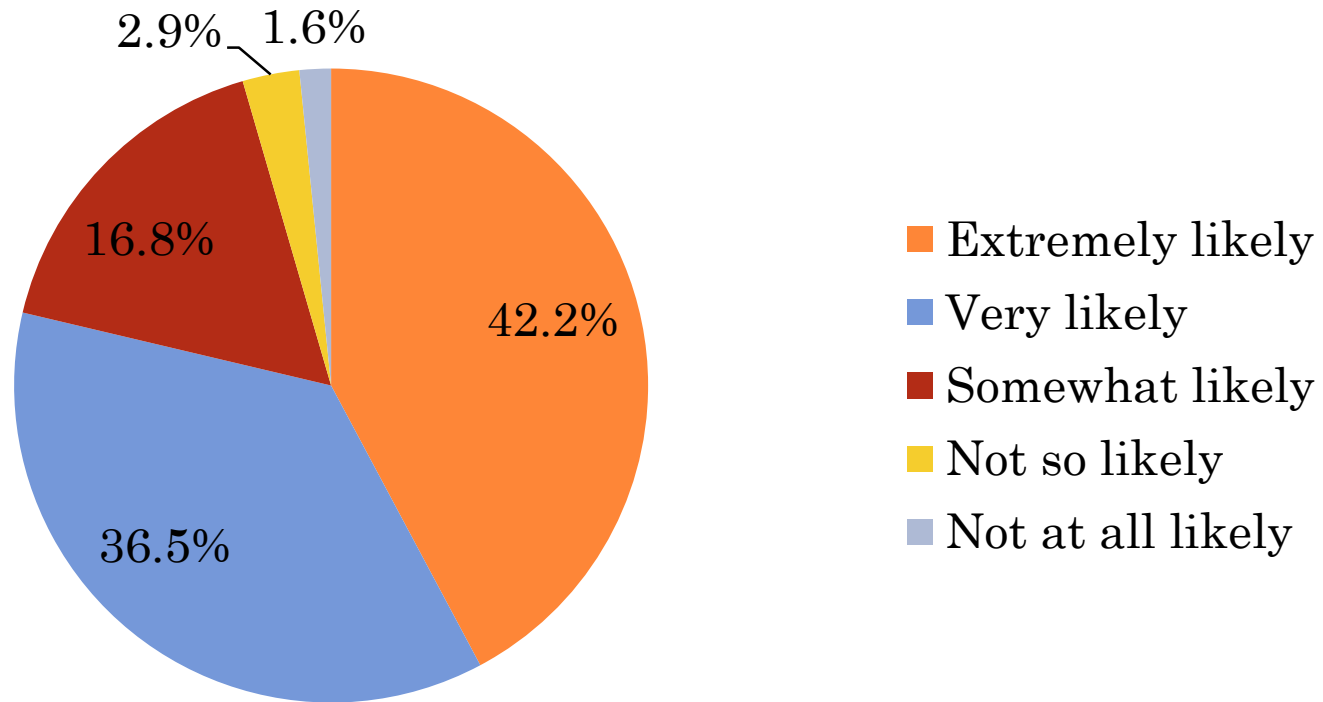
Overall, how responsive have we been to your questions or concerns about the youth sports programs?



How long has your child/children been a participant in the youth recreational sports program?



How likely is your child/children to sign up for any of Parks & Recreation's youth recreational sports programs again?

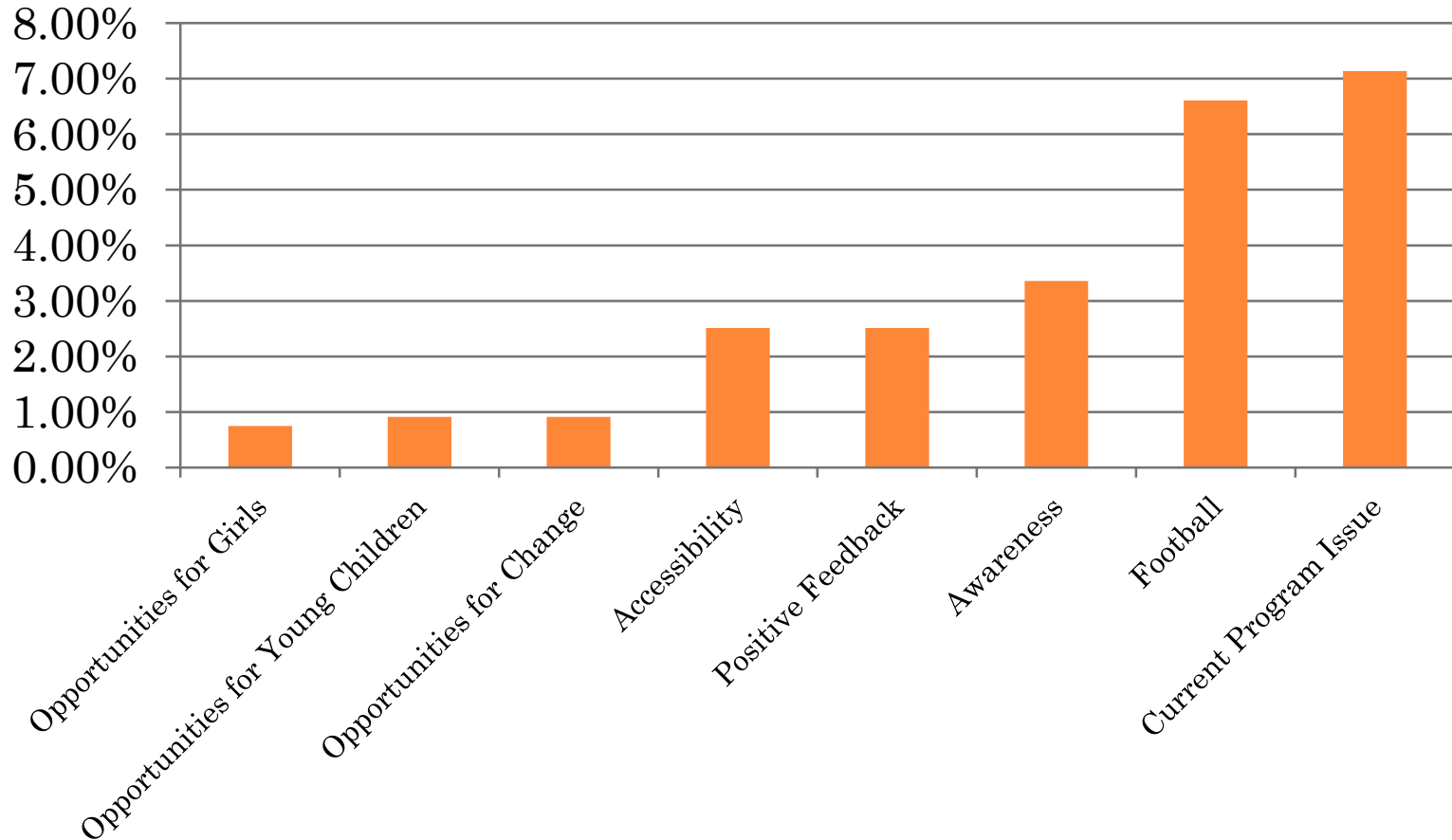




QUALITATIVE DATA

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Key Issues from Comments



SUMMARY

- Based on the data collected, the community feels Virginia Beach Parks & Recreation should run recreational youth sports programs for children of all ages that focuses on developmental skills and has a level of competition that increases with age. Although a majority of respondents who indicated they currently participate in our programs are satisfied with the status quo, it is clear from the qualitative data that the current program structure is turning some participants away. Our below average Net Promoter Score of 26 is a sign that there is room for improvement in the program offerings. Key indicators have provided clear direction our residents are looking for a youth recreational sports program that is developmental and teaches the children the fundamentals of team sports. It is also very clear that our residents are also looking for consistency across the city in regards to opportunities, rules and fees.

HELP US IMPROVE OUR SERVICES TO YOU...

It is our mission to deliver parks, recreational programs and public spaces that reflect the priorities of our community.

Only by working together can we accomplish the goal of providing every child the equal and consistent opportunity to participate in recreational sports programs regardless of physical, social or economic circumstances.