



# Coastal Kicks Soccer



# Our Mission

The primary mission of Coastal Kicks Soccer is to provide a professional and affordable option for the youth in **all** communities of NE Florida, regardless of income level, to receive top quality soccer training and development.

**Coastal Kicks Soccer, Inc. is a 501(c)(3) nonprofit organization**

The “Minnows” program - ages 3 & 4 years old - is based entirely on well-established research in the fields of **education, play, and psychosocial and physical child development**, offering a series of fun activities where players develop agility, balance, and coordination with their own small ball.



Coastal Kicks emphasizes both **soccer skills & personal development**.

Children develop healthy exercise habits, learn sportsmanship and respect for others, while gaining leadership and cooperation skills.

Training Options Include:

- Individual
- Small group
- Team
- Position-specific

# About Us

- **Coastal Kicks Soccer conducts Recreational & Competitive programs for ages 3 & up with professional club coaches.**
- **The only club that does not use volunteer parents or volunteer coaches in its Recreational program.**
- **Provides a unique soccer development opportunity that fosters enjoyment of the game, and the development of individual and team skills.**



# Soccer Coalition Against Racism (SCAR)

In direct response to the horrific events during the summer of 2020, the Directors of Coastal Kicks decided that more needed to be done to help communities address the inequities in access to quality soccer development and other critical areas, like **education**, **technology**, **healthcare**, and **social services**, and to strengthen families facing multiple barriers to a healthy stable lifestyle.

The acronym SCAR was chosen to illustrate vividly that the centuries of discrimination have created scars that will never completely heal, recognizing that although we can help ameliorate the effects, those scars remain.

SCAR provides a unique soccer development opportunity that fosters enjoyment of the game, and the development of individual and team skills. It is an environment where kids can feel comfortable to develop at their own pace and is VERY different from other more expensive and less community-focused, or less professional, alternatives.

**SCAR has a two-pronged approach in creating opportunities for equity:**

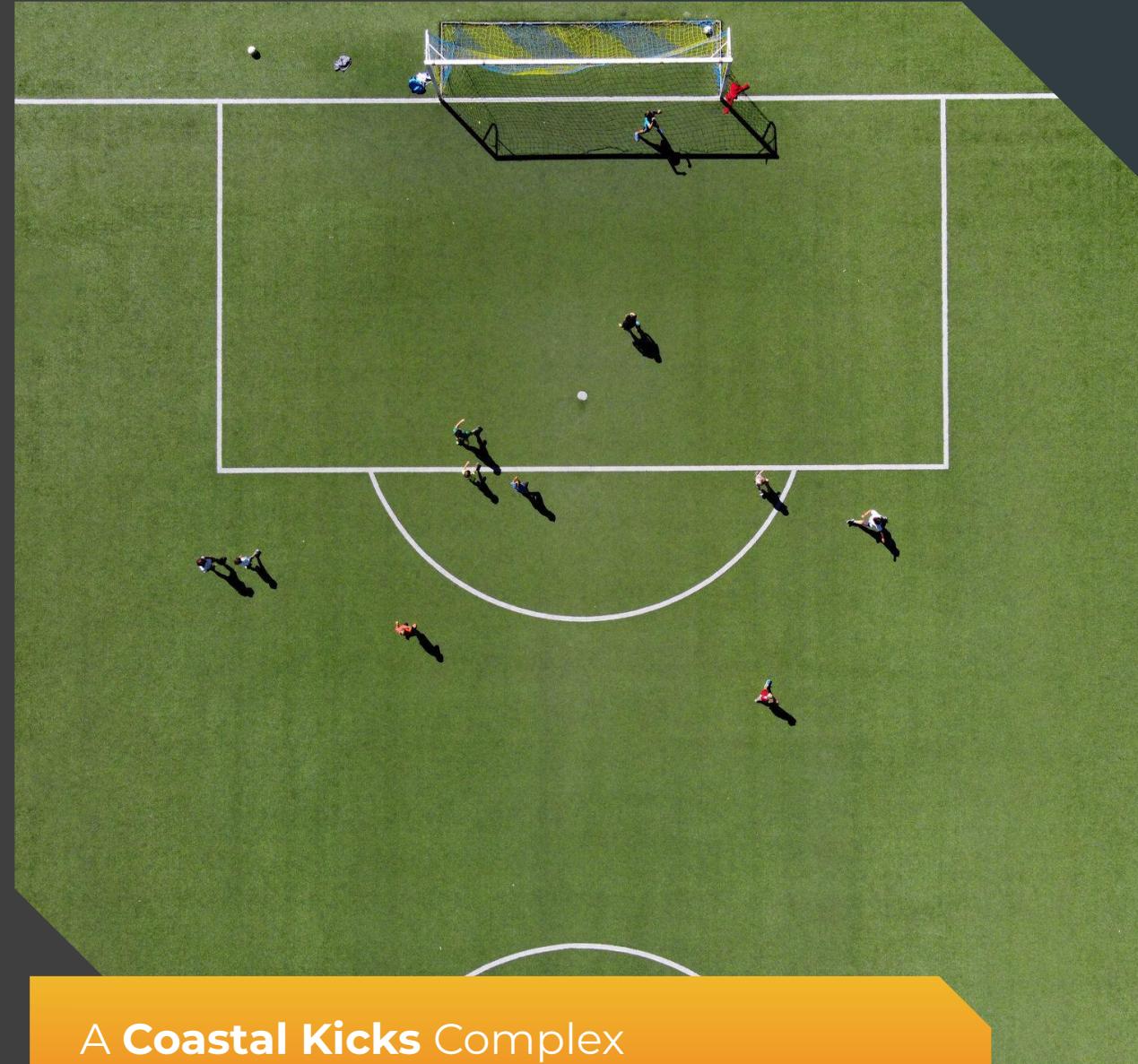
**Providing free-to-participants soccer programming**

**Using soccer as a platform for effecting significant change through community partnerships**

# Proposed Project Elements

## The Vision

- **Fields:** Up to 3 turf fields are planned.
- **Futsal:** Construction of a covered futsal court.
- **Office Complex:** 8 office spaces, with additional space for a break room, copy room, and a large meeting space that is divisible for smaller meetings.
  - Goal of 6,000-8,000 square feet total.
- **Indoor space:** Construction of a warehouse-style indoor facility for futsal and other indoor activities.
- **Facilities:** planned bathroom facilities.
- **Parking Lots:** Parking is planned to accommodate 130 maximum spaces.



## A Coastal Kicks Complex

Coastal Kicks envisions the construction of a Coastal Kicks-run facility to host trainings, games, and small-scale tournaments throughout the year.

# Benefits to Jacksonville

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*How the Duval County and its surrounding region benefits from the expansion and partnership*

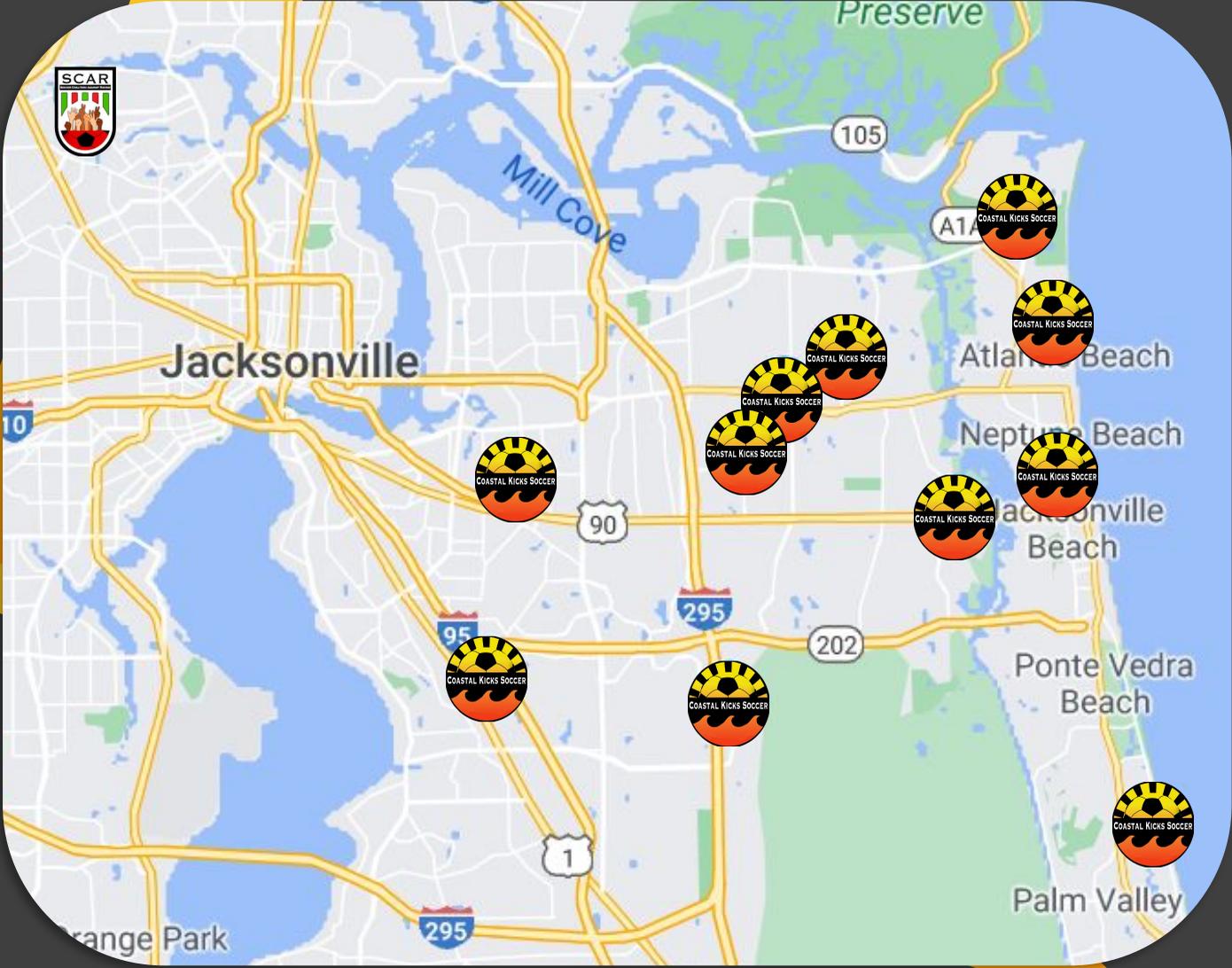
- Economic stimulus from:
  - travel from fans
  - local, regional, and national sports tournament destination
  - camps and clinic participants
- Press exposure
- Expanded resource for local community sports



# Our Geographic Reach

Coastal Kicks Soccer operates programs in **12 locations** in the following zip codes throughout Jacksonville:

32233	32246
32250	32216
32082	32256
32224	32216
32225	32208



# Economic *Metrics*

## Total Visitors



17,655\*



Defined as annually 16,320 tournament visitors,  
1,335 local use visitors.

## \$120/Day/Person

The average daily expenditure of non-local visitors-  
lodging, dining, entertainment, retail, travel, and  
associated expenses. (assuming 120/3 = \$40 per  
person/night for lodging, \$30/person food,  
\$15/person/day for entertainment, \$15/person/day  
for transportation + parking, \$20/day/person for retail  
purchases)



## Yearly Total Economic Impact

\$5,897,700\*

The direct economic spending impact of the  
Complex that is based on expenditures for  
lodging, dining, entertainment, retail, travel, and  
associated expenses. (120\*49,148)



It is expected that the complex will host **16  
tournaments and 279+ games per year.**



## Total Non-Local Visitor Days

49,148\*

The total number of individual days spent in the  
area by non-local visitors because of tournament  
and complex activity.

13,056\*



Number of room nights generated by  
tournament and facility-related tourism  
activity.



## Annual Tax Revenue

\$589,770\*

20% of year total  
economic impact  
5,897,700

\*Numbers are projected based on estimated facility footprint.



# Thank You

**Jay Golomb, Executive Director**

Email: [Jay@coastalkicks.com](mailto:Jay@coastalkicks.com)

Phone: (443) 996-4161

