



Board Agenda Item #	IV E: Action Item
Date:	August 12, 2021
To:	Magnolia Public Schools - Board of Directors
From:	Dr. Brenda D. Lopez, Chief External Officer
Staff Lead:	Dr. Brenda D. Lopez, Chief External Officer Steven Keskindurk, Principal MSA Santa Ana
RE:	Approval of grant received for MSA-SA from OC Soccer Club to build a Mini-Pitch Soccer Court on site

PROPOSED BOARD MOTION

I move that the board conditionally approve the donation of a mini-pitch soccer court by the Orange County Soccer Club for MSA-Santa Ana; contingent upon the staff receiving a Memorandum of Understanding.

BACKGROUND

Magnolia Public Schools is a tremendous resource for families in Southern California. As we devise innovative programs to meet our students' interests and challenges and share our accomplishments, we will attract more and more friends and supporters.

Magnolia Science Academy has led highly engaging work with their community especially during a Global pandemic. One of their effort's centers around today's proposal in partnerships with the Orange County Soccer Club. Soccer clinics have been hosted on the school site and have been extremely popular with community. Building a mini-pitch can open doors to a growing partnership that can benefit the entire community.

Partnership Value Grows With Consistent Engagement



OCSC AIMS TO SERVE THOUSANDS OF KIDS BY 2026

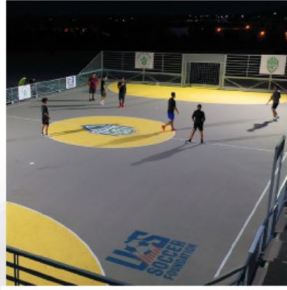
- Mini-pitches are an integral part of OCSC's plan to increase community engagement in underserved areas and focus on youth health and wellness

LEGACY OF LASTING IMPACT

- Pitches will stand for a minimum of six years and partners benefit from both recurring and revolving viewership of ad signage



Desert West, Phoenix, AZ



Santa Fe South High School, Oklahoma City, OK



INTRODUCTION

About Orange County Soccer Club

- Located in **Irvine, CA** OCSC plays in the **USL Championship**, the 2nd Division of pro soccer in the U.S.
- In 2020, **OCSC had 20,000+ viewers per home match on ESPN+** and began broadcasting on Cox Cable throughout SoCal
- OCSC has a partnership with **Rangers Football Club of Scotland**, the first of its kind for USL
- The Club has invested significantly in **young talent**, signing many U.S. Youth National Team players with the intent to develop them and participate in the \$6 billion annual global transfer market
- In 2021, OCSC is adding elite boys and girls Academy teams as well as a **Youth Soccer Network** of 12 SoCal youth clubs



About OCSC Community Foundation

- The **OCSC Community Foundation** was founded in 2020 to support the Greater O.C. community
- Its **mission is to use soccer as a vehicle** to promote health and wellness, develop youth leadership, advance social change, and create positive community impact
- In its inaugural year, the foundation received over **\$55,000 in donations**, including a \$15,000 donation from the Embassy of the State of Qatar in the United States to help alleviate food insecurity brought on by the COVID-19 pandemic
- From teaching kids via in-person soccer clinics to packing toiletry bags for veterans in need, over **200 hours of volunteer time** was donated by OCSC players and staff
- In 2021, the foundation plans to continue educating kids by rolling out its Virtual Soccer Curriculum to **more than 50 schools** in the O.C.
- The OCSC Foundation will utilize USSF's Mini-Pitch System™ to fulfill the mutual goals of helping children embrace an active and healthy lifestyle while nurturing their personal growth beyond sports under the thematic umbrella of soccer

BUDGET IMPLICATIONS

The Mini-Pitch System™



The average American family participating in youth soccer pays **\$1,472 per child** and potentially upwards of **\$5k-10k to access more elite levels** of the sport. OCSC's introduction of mini-pitches in underserved O.C. communities will create opportunities for all to participate, **increasing play equity** throughout the county.

Mini-Pitches Are Funded By Different Sources

Public, private or corporate donors e.g., Target, Dick's Sporting Goods

Musco Lighting Is An Exclusive Partner

Provides state of the art LED lighting technology solutions – mini-pitches can be used during extended hours and in darker conditions (weather permitting)

Landowner Obligations Are Minimal

Court must not be removed within the first **6-8 years**
Landowner is responsible for **general maintenance and upkeep**



Sources: Mini-Pitch Installation System™ Brochure; The Astronomical Cost of Kids' Sports, Time.com

EXHIBITS (attachments):

Attachments included:

1. OC Soccer Club Slide Deck Proposal Details Pg.
2. OC Soccer Club Slide Deck Proposal Details for MSA-SA Pg.
3. OC Soccer Club Donation Letter Pg. 32



ORANGE COUNTY SOCCER CLUB

MINI-PITCH PROPOSAL

IN PARTNERSHIP WITH





Executive Summary



Orange County Soccer Club (OCSC) is the largest and most influential professional soccer club in the region and the only pro soccer club within an hour's drive from the nearly 7 million people of Orange and Riverside Counties.

A mini-pitch is a small, customizable, hard-court soccer space that is ideal for providing communities a safe place to play and revitalizing underutilized urban areas and municipal properties.

The OCSC Foundation, in conjunction with the U.S. Soccer Foundation (USSF), is leading the efforts to fund up to five mini-pitches throughout Orange County.

Outreach is currently being undertaken by OCSC with numerous local and municipal partners for Mini-Pitch System™ builds and suitable locations across Orange County.

Source: Mini-Pitch Installation Site Preferences and Requirements

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Mini-Pitches Create Value

With funding for a first mini-pitch in O.C. already secured from **Dick's Sporting Goods**, OCSC is working to find 3-5 additional suitable locations throughout four prioritized communities in O.C. The Club is currently focused on the following cities: **Costa Mesa, Santa Ana, San Juan Capistrano and Anaheim.**

COMMUNITY IMPACT

- ✓ Physical Activity
- ✓ Health & Wellness
- ✓ Mentorship
- ✓ Community Engagement
- ✓ Safe Spaces

OCSC PATHWAY TO PRO

- ✓ New Athletes Welcome
- ✓ Skill Building
- ✓ OCSC Coach Access
- ✓ Weekly Local Programs

PARTNER IMPACT

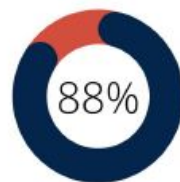
- ✓ Signage Opportunities
- ✓ Localized Programs
- ✓ Design Input
- ✓ Tax Incentives

Source: Mini-Pitch Impact Report Data

ACCORDING TO IMPACT SURVEY RESULTS, COMMUNITY PARTNERS REPORTED THE FOLLOWING ABOUT THEIR MINI-PITCHES:



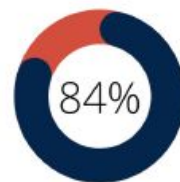
SAY THAT PEOPLE IN THEIR COMMUNITY ARE MORE ACTIVE



SAY THEIR MINI-PITCH SERVES AS A COMMUNITY HUB



SAY THEIR PITCH IS ACCESSIBLE TO ALL AND THAT THEIR COMMUNITY FEELS SAFER



SAY THEIR SOCCER-SPECIFIC PROGRAMMING HAS INCREASED

4: THE AVERAGE NUMBER OF HOURS OF PROGRAMMED TIME PER DAY ON EACH MINI-PITCH

2.75: DAILY ADDITIONAL HOURS OF PLAY MADE POSSIBLE BY MINI-PITCH LIGHTING

The American Soccer Landscape Is Primed For Growth



3
Million

Total number of registered U.S.
Youth Soccer athletes



UNITED2026

North America to host World
Cup in 2026, LA 2028 Olympics



TARGET



Major partners
currently engaged

With demand for soccer on the rise in the U.S. and Orange County, OCSC aims to secure funding for 3-5 mini-pitches per year over the next five years.



Mini-Pitch Concept



The Mini-Pitch System™



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Currently Seeking Opportunities in Orange County



Complete System

The Mini-Pitch System™ modular sports solution includes lighting, structural, and electrical components designed and engineered to work together for streamlined installation and reliable operation.

- Factory-built, welded, aligned, and tested.
- Fast, trouble-free installation.
- Tugged reliability, designed to be long-lasting in all weather conditions and atop all surfaces.
- 10-year warranty covers all parts and labor.

TLC for LED® Lighting

Enjoy the benefits of the LED sports lighting technology of choice at venues around the world.

- Custom optics create a more uniform distribution of light for better visibility.
- Patented glare control preserves darkness around your pitch, keeping neighbors happy.
- Instant on/off and energy efficient operation.

Control-Link® Service

Your system will be supported by Masco's Control-Link control and monitoring service.

- Manage your lights instantly, from anywhere, with a touch of a smart phone.
- 24/7 support from the Masco Team includes proactive monitoring and scheduling assistance.
- Get a real-time voice on the other end of the phone anytime you call Control-Link Central™ service center.



Mini-Pitch Site Requirements

- ✓ Current concrete or asphalt surface – cannot construct on grass or dirt
- ✓ 4,000-8,000 square feet (typically 100-120' long and 50-60' wide)
- ✓ Current surface is open, flat, free of major obstructions
- ✓ Surface is in state of good repair and has minimal cracks (<1" in width) or deviations
- ✓ No planned renovations for proposed mini-pitch area for at least 6 years

Mini-Pitch Site Preferences

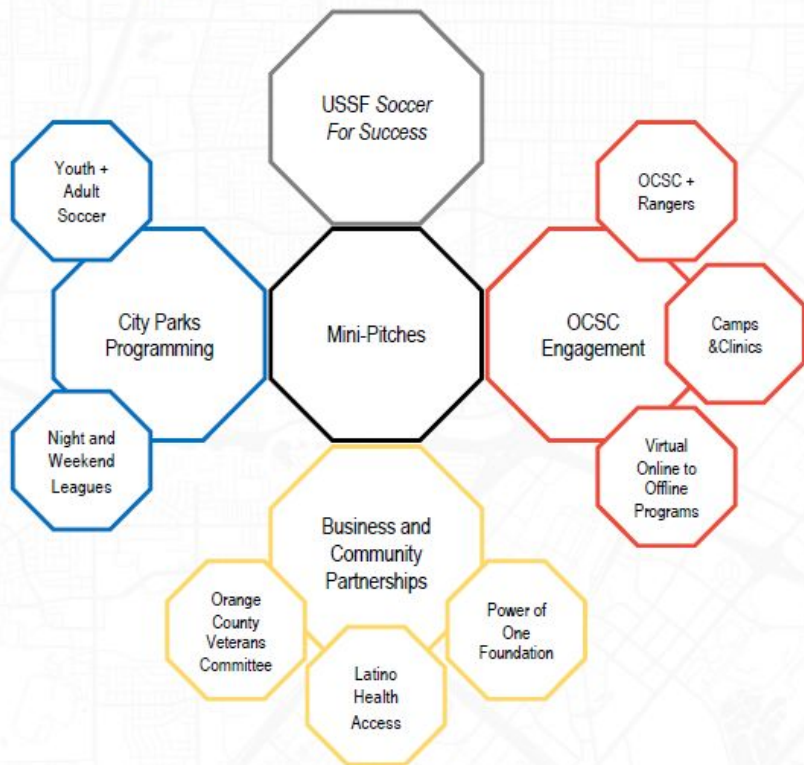
- ✓ Targeted mini-pitch space is currently unused or underutilized – common targets are defunct or underutilized tennis/basketball courts, parking lots, etc.
- ✓ Availability for branding/logo placement on mini-pitch surface and potential windscreens
- ✓ Potential to host youth development programming, such as the USSF Soccer for Success program
- ✓ Accessible to the public for year-round use



Mini-Pitch Partner Opportunity



Growing Network Of OCSC Partners



THE MINI-PITCH ECOSYSTEM CREATES SIGNIFICANT VALUE FOR THE COMMUNITY, THE CLUB AND ADDITIONAL FOUNDATION PARTNERS

- With OCSC's growing network of partners throughout O.C., the Club is actively seeking opportunities to build 3-5 more mini-pitches in 2021

LONG-TERM STRATEGIES FOR COMMUNITY ENGAGEMENT

OCSC Programming

- A safe place to exercise and socialize within local communities
- A chance for youth to focus their personal development on building skills beyond the traditional large field game, akin to methods being used in Europe and South America by top club academies
- OCSC intends to provide its human and intellectual capital to give youth a variety of chances to engage with OCSC coaches and staff

City and Partner Network Engagement

- USSF has an established network of partners through its *Soccer for Success* program, which provides ample opportunities to leverage synergies in pitch programming and other ventures
- Cities and Community Partners are welcome and encouraged to look for innovative ways to use pitches for programming and events on a regular basis

Partnership Value Grows With Consistent Engagement



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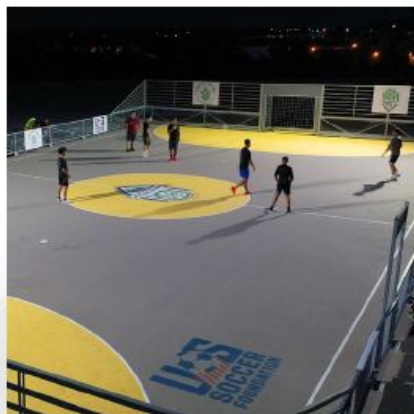
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Desert West, Phoenix, AZ



Santa Fe South High School, Oklahoma City, OK



The Team



JAMES KESTON

Owner &
CEO



LISA KESTON

Executive Director, OCSC
Community Foundation



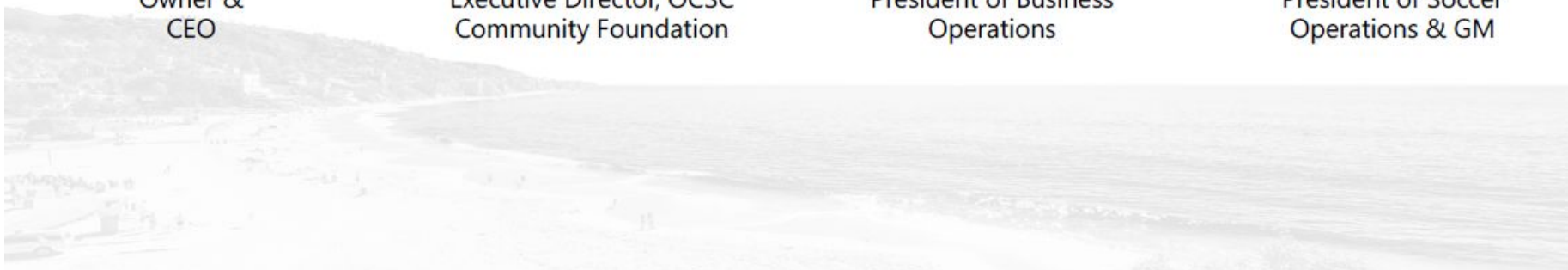
JEFF GARNER

President of Business
Operations



OLIVER WYSS

President of Soccer
Operations & GM





Appendix

OCSC Family of Partners



MAGNOLIA SCIENCE ACADEMY



ORANGE COUNTY SOCCER CLUB

MINI-PITCH PROPOSAL

IN PARTNERSHIP WITH



MINI-PITCH

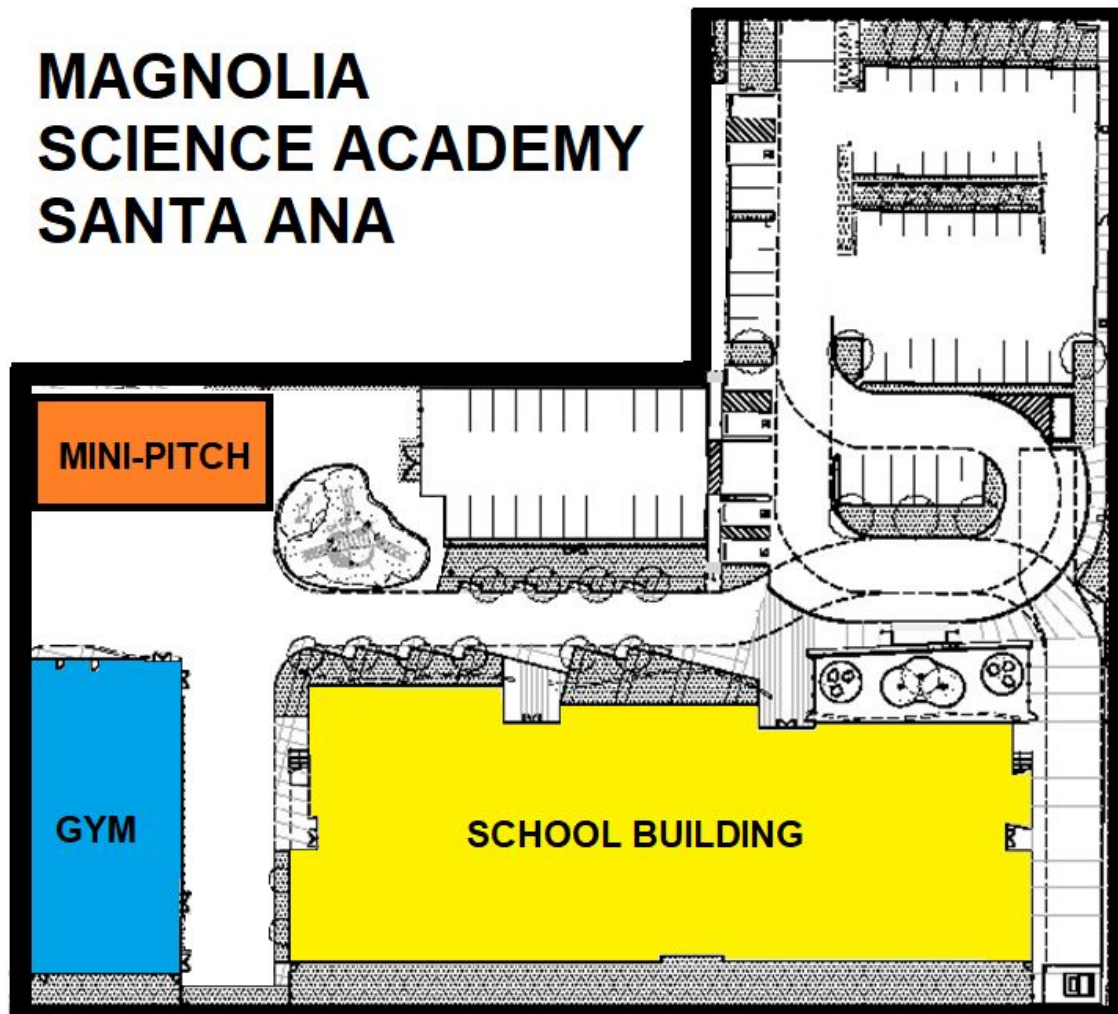


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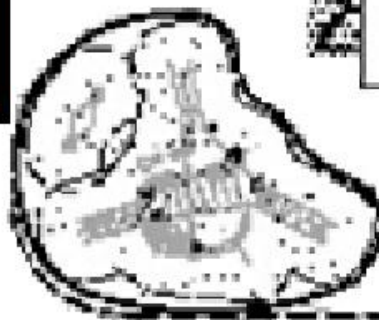
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MAGNOLIA SCIENCE ACADEMY SANTA ANA



MINI-PITCH

<----- 90ft ----->



PATKING
LOT

GYM

**SCHOOL
BUILDING**







Magnolia Science Academy Santa Ana



Access to the Public

Usage by the School

→ PE Classes

- ◆ The Mini-Pitch will be used for PE during the day. A fenced area like this can be used for small group instructions.

→ Nutrition Break and Lunch

- ◆ The Mini-Pitch can be utilized during the nutrition break and lunch to separate the student groups by age and allow them to enjoy the break with a focused activity

→ Afterschool and Weekends

- ◆ The Mini-Pitch can be used during the afterschool program by the soccer coach to give instruction to small groups without having the need to go to the field every time
- ◆ The Mini-Pitch can be used during the weekends and Saturday Schools as an extracurricular activity

Access to the Public

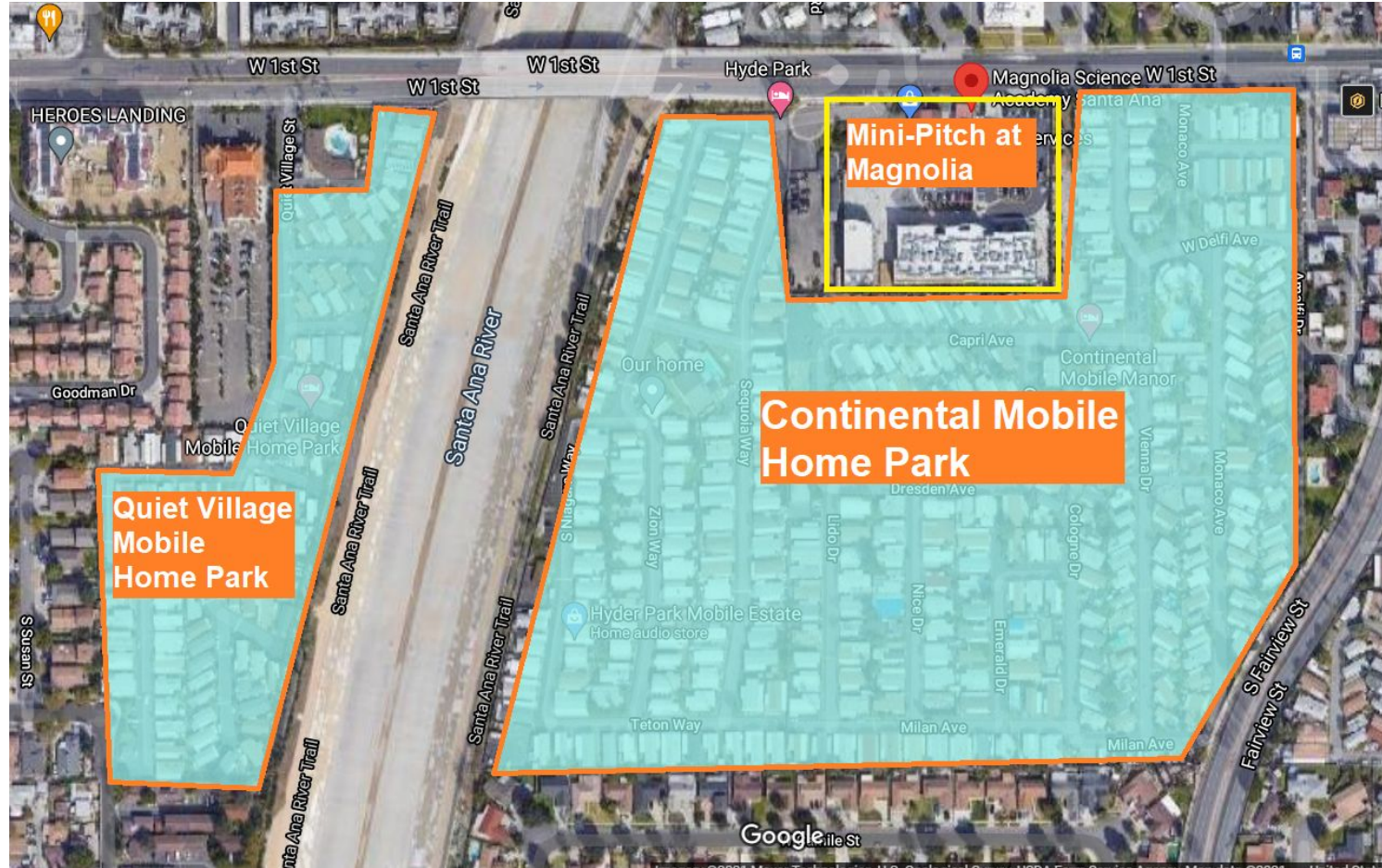
→ Youth in the Community

- ◆ There is a large of youth population in the two mobile home parks. So far we are in contact with around 30 of them which we are doing different type of events.
- ◆ Our goal is to open the Mini-Pitch to our youth in the community on Wednesdays and Fridays between 4:30pm and 5:30pm
- ◆ Access to Mini-Pitch will be given by request and availability only

→ Hosting Tournaments and Youth Development Programs

- ◆ Potential tournaments, clinic, youth development programs can be planned to be hosted on weekends

Youth in the Community



Other Details

- Who owns the Mini-Pitch:
 - ◆ Mini-Pitch is a one time donation to the school, therefor MSA Santa Ana will be the owner of the field.
 - ◆ As the owner, MSA Santa Ana will be responsible for the maintenance, upkeep, and liability
- Liability
 - ◆ Our CharterSafe insurance already covers activities for students who are not enrolled to our school and adults who are not our staff members since we have already activities on campus for a while.



Orange County Soccer Club
**COMMUNITY
FOUNDATION**

PROMOTING HEALTH AND
WELLNESS, DEVELOPING
YOUTH LEADERSHIP,
ADVANCING SOCIAL CHANGE,
AND CREATING A POSITIVE
COMMUNITY IMPACT.



August 9, 2021

Steven Keskindurk
Principal
Magnolia Science Academy - Santa Ana
2840 W First Street Santa Ana, CA 92703

Dear Steven,

The Orange County Soccer Club Foundation (OCSCF) intends to offer Magnolia Science Academy – Santa Ana (MSASA) a donation of a “mini-pitch,” a designated non-grass soccer playing space, to be located outdoors on MSASA school property. The United States Soccer Foundation (USSF) <https://ussoccerfoundation.org/about/mission/> will provide the mini-pitch materials and arrange for the installation of the mini-pitch on MSASA property.

This offer is pending approval from the Magnolia Science Academy board, site approval by the United States Soccer Foundation and a successful funding approval agreement with the OCSCF.

The Orange County Soccer Club Foundation looks forward to bringing this wonderful non-profit project and a state of the art soccer pitch to the MSASA and greater Santa Ana community.

Sincerely,

Lisa Keston
Executive Director, OCSC Foundation

Make a donation at
orangecountysoccer.com/donations

Orange County Soccer Club
20 Fairbanks
Irvine, CA



Orange County Soccer Club
**COMMUNITY
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About the Orange County Soccer Club Foundation

The OCSC Community Foundation is the charitable arm of Orange County Soccer Club. We are a 501(c)(3) organization founded in 2020 to serve the greater OC community. Our mission: To use soccer as a vehicle to promote health and wellness, develop youth leadership, advance social change, and create positive community impact.

Website: <https://www.orangecountysoccer.com/foundation>

About Orange County Soccer Club

Orange County Soccer Club is Orange County's only professional soccer team. Orange County SC is a part of the United Soccer League (USL), the fastest-growing Division II professional soccer league in the world comprised of 34+ teams across the United States. The team plays their home games at the Orange County Great Park's Championship Soccer Stadium located in Irvine, CA. Nestled right in the heart of the Great Park, the Championship Soccer Stadium has a capacity of over 5,000 for Orange County SC matches. Website: <https://www.orangecountysoccer.com>

About United States Soccer Foundation

The U.S. Soccer Foundation's programs are the national model for sports-based youth development in underserved communities. Since its founding in 1994, the Foundation has established programs proven to help children embrace an active and healthy lifestyle while nurturing their personal growth beyond sports. Its cost-effective, high-impact initiatives offer safe environments where kids and communities thrive. Headquartered in Washington, D.C., the U.S. Soccer Foundation is a 501 (c)(3) organization.

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