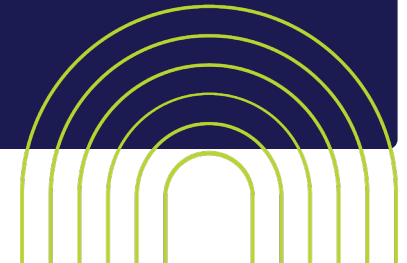


PlayAnnapolis

City Council Budget Testimony

May 12th, 2025





01. THE NEED

02. THE SOLUTION

03. COMMUNITY RESEARCH

04. OUR PLAYBOOK

05. CITY BUDGET PRIORITIES

06. WHY PLAYANNAPOLIS



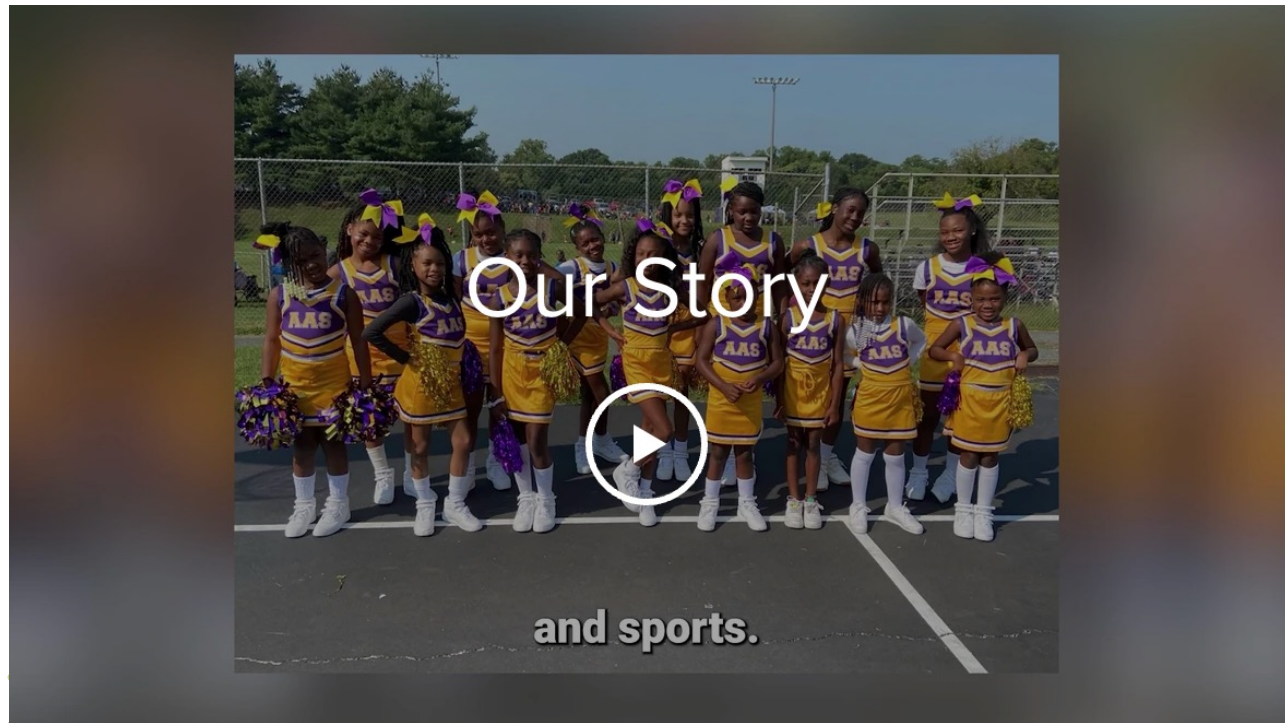
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01.

THE NEED

OUR STORY

If you are having issues playing the video directly in this slide please follow this link [to watch](#).



Decreasing Participation & Activity



Participation Decline & Gaps

Declining participation and participation gaps for low-income youth compared to their peers.

- “In **2022**, **53.8%** of children aged 6–17 played sports, down from **58.4%** in **2017**” per USAFACTS.
- According to USAFACTS “In **2022**, **33.3%** of kids living in poverty played sports, compared to **41.3%** among kids whose family incomes were between one and two times the federal poverty level.”



Youth Activity Falling Short

“The report card gave a physical activity grade of a D-, with just 20% to 28% of children getting the recommended daily hour of physical activity.” per KU Medical Center (KUMC)

USAFacts team, Are fewer kids playing sports?, USAFACTS, <https://usafacts.org/articles/are-fewer-kids-playing-sports/>, 3/17/2025

Kay Hawes, 2024 US Report Card on Physical Activity for Children and Youth shows few children are getting the recommended daily dose of activity, KU Medical Center, **KU Medical Center (KUMC)**, <https://www.kumc.edu/about/news/news-archive/childhood-activity-report.html>, 3/17/2025

BENEFITS OF RECREATION

- Improved mental and physical wellness
- Higher academic achievement
- Improved social and life skills
- Increased community bonding
- Teamwork and mentorship
- Higher self-esteem
- Lower stress and anxiety
- Healthier body image
- Decrease in drug and alcohol abuse
- Crime and delinquency prevention



02.

THE SOLUTION

PLAYANNAPOLIS

A broad and diverse group of people across Annapolis working together toward the same vision – a more diverse and inclusive community that improves the quality of life for ALL youth through recreation and sports.

Our coalition includes:

- 18 nonprofit sports and recreation partners supporting our Vision and Mission.
- 50+ active members including our Executive Director, board members, nonprofit partners and community leaders.



BUILDING A SHARED PLAN FOR COLLECTIVE IMPACT



03.

COMMUNITY RESEARCH



Deepening our understanding

To ensure our efforts aligned with the real needs of the community we reached out to to **24 sports and recreation organizations** who serve the youth of Annapolis to complete our Organizational Survey

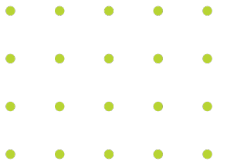
- **71% responded** (17 organizations)
- The **17 organizations** combined serve approximately **4,374 athletes**

We connected with **85+ community organizations** who distributed our Participant Survey to families in Annapolis allowing us to reach **315 families**.

- 274 English speakers & 41 Spanish speakers.
- 138 Title I school & 177 All Other Schools.



Full Survey Reports can be found at:
www.playannapolis.org/research



YOUTH SPORTS ORGANIZATIONS

85% Access & Availability of fields was a top priority

82% Would utilize lights if provided on fields

75% Participation was a top priority

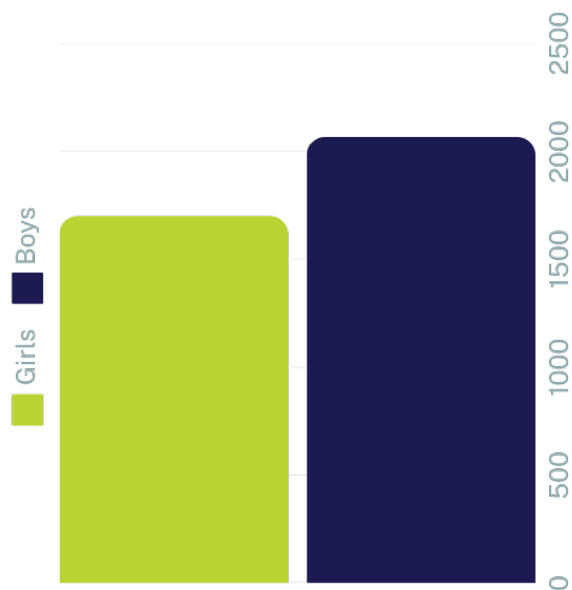
4% Of athletes receive a full scholarship

12% Of organizations translate to Spanish

29% Of organizations had funding for scholarships



FEWER GIRLS PLAY



Athletes tracked
by Gender

366




Gap in participation between
girls and boys

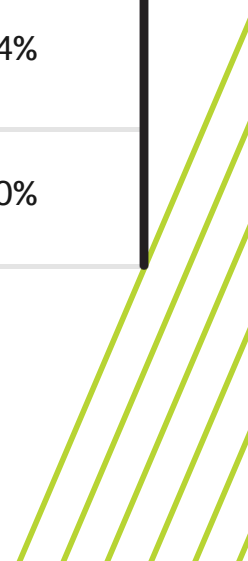
628

If gender specific sports are
removed from the data



YOUTH RESPONSES

		Spanish Speakers	vs	English Speakers	Title I Schools	vs	Other Schools
	Do not participate in sports	41%		11%	26%		6%
	Would apply for a scholarship	100%		45%	75%		34%
	Would use help with registration	100%		40%	71%		30%



Barriers to Entry



Spanish Speakers

1 TOO EXPENSIVE

2 DIFFUCULT TO REGISTER

3 UNAWARE OF OPTIONS



English Speakers

1 TOO EXPENSIVE

2 UNAWARE OF OPTIONS

3 INCONVENIENT TIMES

Barriers to Entry



Title I Schools

- 1 TOO EXPENSIVE
- 2 UNAWARE OF OPTIONS
- 3 LACK OF TRANSPORTATION

VS

Other Schools

- 1 UNAWARE OF OPTIONS
- 2 INCONVENIENT TIMES
- 3 INCONVENIENT LOCATIONS

04.

OUR PLAYBOOK





VISION

A more diverse and inclusive community that improves the quality of life for ALL youth through recreation and sports.

MISSION

Inspire collaboration, build resources and establish partnerships so ALL youth have access to recreation and sports year round.

VALUES

Community
Teamwork
Communication
Inclusion
Transparency

RESULTS

- Improved mental and physical wellness
- Improved social and life skills
- Higher academic achievement
- Increased community bonding

PRIORITIES & STRATEGIES

Build capacity and infrastructure of PlayAnnapolis	Eliminate barriers to recreational opportunities	Improve access and quality of facilities
Raise funds to support sustainable staffing for the "Playbook" implementation.	Raise funds for youth to participate in recreation opportunities for free or reduced costs.	Advocate for a streamlined and transparent permit process.
Enhance committee structures.	Build and maintain partnerships between a diversity of organizations.	Advocate for improved maintenance of facilities.
Increase awareness and access to opportunities.	Provide bilingual assistance, cultural competence and best practices.	Advocate and raise funds for new and improved facilities.

PERFORMANCE MEASURES

Increased Funding • Streamlined Permitting • One Registration System • New & Improved Facilities
Streamlined Communication • Expanded Scholarship Program • Interscholastic Sport Leagues
Increased Participation by Title I Schools, Spanish Speakers & Girls • Committee Meetings & Action Plans

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NEW OPPORTUNITIES

We brought the sports of baseball, field hockey, soccer and volleyball to youth as after school programs at **7 different Title I schools** in the City of Annapolis.

Created one website for information about all sports in Annapolis. Optimized the website's SEO to boost its visibility. Hosted two Sports Fairs and connected **300+ families** with opportunities to play.



FREE PLAY

Created a scholarship program giving **315 kids** the chance to play through scholarships or afterschool programs. Provided **Spanish translator**.

Campaigned for sports in public middle schools, equitable field access, streamlined permitting, and better facilities. Played a key role in getting **\$500K for lights** at a Title I School.

IN ACTION

MARKETING



ADVOCACY



05.

PLAYANNAPOLIS CITY BUDGET PRIORITIES





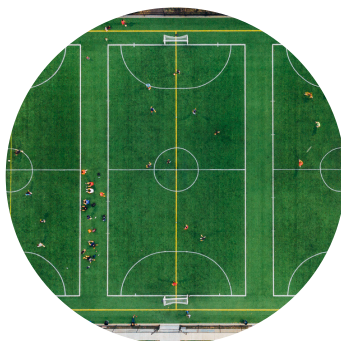
Department of Recreation and Parks



Latchkey Budget

Proposing to focus Latchkey money on the needs in the community like aftercare for ALL city schools

- 3 Title I schools don't have aftercare currently. Eastport, Georgetown East & Tyler Heights
- Partner with PlayAnnapolis to run more interscholastic leagues, meeting youth where they are (at school, provide sports as after school programming).



Parks Budget Summary

Proposing that the Parks Budget Summary should allocate money to:

- Improve our existing facilities and activate fields that aren't being used in our city.
- Make field permit process transparent.
- Make informed decisions about rain to improve fields.

Current Facilities

Bates Athletic Complex

- 1 million invested by the state of Maryland to put in Bermuda fields
- Fields are currently filled with weeds and dirt patches



Current Facilities

Germantown

- Fields are infested with weeds
- Fields are not level with holes causing safety issues for play
- Baseball Fields are in poor condition and not activated



Department of Recreation and Parks

Football and Sport Officials \$32,000

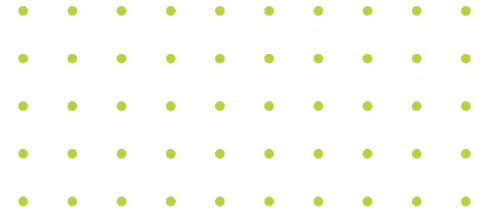
Proposing to allocate this money to meet our community needs like:

- Providing aftercare at all city schools
- Improving field maintenance on Germantown & Bates
- Partnering with PlayAnnapolis to offer after school sports programming that doesn't exist today.

Project 40075 - \$2,625,000

Proposing to activate Weems Whalen. We support this project and the new turf and lights!

- Include PlayAnnapolis Partners in planning for Griscom, Collison, and Weems Whelan Fields updates.



Department of Recreation and Parks



Initiatives for E-Sports Arena/Gym \$80,000

Proposing to spend this money to

- Simplify your scholarship process so youth can participate in ARPD Programming at PIP Moyer
- Meet kids where they are (school or public housing)
- Provide transportation to facilities like PIP Moyer and Stanton Center



Project 40037 \$1,625,000

We support Staton Center renovations but against the installation of an E-Sports floor. Propose to spend some of this money on:

- Activating dormant community centers
- Invest in ARPD buses and transportation fleet
- Activate more city fields that currently aren't being used
- Work with the County to invest in county owned fields located in our city and maintained by the city (Germantown & Bates)

06.

WHY PLAYANNAPOLIS



Strong Coalition

50 members representing schools, churches, and community organizations, alongside 18 nonprofit partners.



Community Pulse

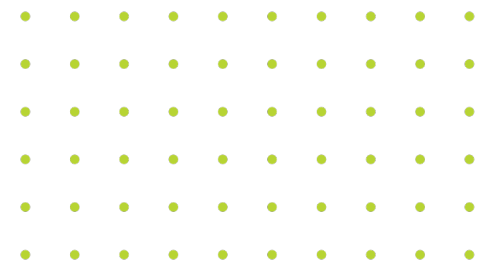
We will continue to measure our success through a combination of participation metrics, community feedback, and survey data.

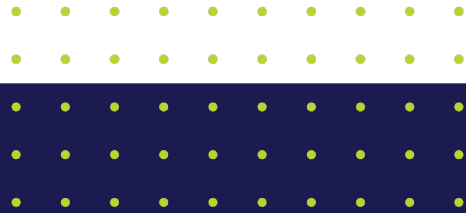


Shared Common Agenda & Targeted Action

Our Playbook serves as a clear roadmap to define and confirm shared priorities and guide our collective action.

WHY US?





THANK YOU FOR CONSIDERING OUR BUDGET REQUESTS

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