

Salinas Regional Soccer Complex



DRAFT

It's More Than Just Soccer

Imagine a vibrant community where the love of soccer serves as a beacon of hope, health, and unity; going beyond the game to foster physical, mental and social well-being.

Now we can make that a reality with the expansion of the Salinas Regional Soccer Complex, making it **the largest single facility of its kind... between San Francisco and Los Angeles.**

Salinas Regional Soccer Complex Board of Directors

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We work with a team of experts who are committed to the vision of community transformation through the creation of a world-class sports facility. Our partners include architects, engineers, and landscapers who have a deep understanding of what it takes. They are committed to delivering high-quality work that meets our standards of excellence.

**Salinas Regional Sports Authority
Board of Directors**

Dear Friend,

Our community is on a mission: to foster **physical, mental, social, and economic well-being** in the Salinas Valley area. Our mantra, **Más Que Fútbol**, encapsulates our dedication to **creating safe and inclusive spaces** where families and individuals from diverse backgrounds can come together in a shared love of sports and our strong community.

The urgency of our mission is underscored by the findings of Monterey County's 2022 Community Health Needs Assessment, which identified pressing concerns regarding the physical and mental health crises. We're addressing these challenges head-on with the Salinas Regional Soccer Complex (SRSC) expansion—**enhancing access to athletic facilities, safe greenspaces, recreational opportunities, and access to health care for everyone in our community.**

We know that sports serve as a catalyst for **personal development, community cohesion, and cultural celebration.** We also believe the expansion of the Salinas Regional Soccer Complex holds immense potential for leveraging soccer and other sports as a tool for economic growth in our community. By investing in sports infrastructure, we not only promote physical health and well-being but also stimulate job creation, sports tourism, increased tax revenue, and economic investment back into our community.

Soccer was our starting point but it is not our endpoint. We're paving the way for a brighter, more active future for generations to come. **With a 50 year lease on the land, and the option to extend for an additional 40 years, the Salinas Regional Soccer Complex is uniquely poised to meet the needs of our community.** With your support, we'll complete the ambitious four-phase, community-driven project to ensure Monterey County has **world-class facilities for athletics of all kinds, abundant recreation opportunities, and community-building public events.**

With gratitude,

**Salinas Regional Soccer Complex/Salinas Regional Sports Authority
Board of Directors**

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Mission and Vision

Envisioning community transformation beyond the fields

Goal: Uniting the community around healthy lifestyles, access to sports and healthcare, and safe shared greenspaces

When we talk about expanding the Salinas Regional Soccer Complex, we're doing more than just upgrading fields and walking paths—we are building and managing premium sporting facilities for recreational and competitive teams, regional and local tournaments, and high-school championship games. Ultimately, Salinas Regional Soccer Complex will offer a wide array of recreational activities for the entire community including infrastructure for basketball, pickleball, skateboarding, BMX pump track, and volleyball, with 12 beach volleyball courts already in the design plan for phase 3 of the project.

Our aim is to create **dynamic spaces that encourage community engagement, quality family time, and help our youth learn, grow, develop, expand their skills, and reach their full potential.**

Salinas Regional Soccer Complex will serve as a catalyst for the cycle of **good health, well-being, and fulfilled potential**—and feel like a home that our youth and community can take pride in.

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It gives my son's team a home field. It provides a nice place for my family to watch my son play the sport he loves.

Parent of Salinas Regional Soccer Complex player



Opportunity in the Fields

Empowerment in the Salinas Valley

Goal: Enhancing community well-being through youth programs, greenspaces, and access to healthcare

Monterey County offers incredible opportunities for its residents. Agriculture has consistently provided the highest number of new jobs for the county, in addition to maintaining the highest number of existing jobs. The industry has provided education, jobs, and advancement; as one of the three largest agricultural counties in the state, this is of little surprise.

Additionally, research and data trends show that post-secondary education and specialized business services will also provide vast employment growth over the next several years thanks to the rapidly expanding technology sector that has begun to thrive in Monterey County.

Along with these promising trends and opportunities, however, many residents of Monterey County are enduring a quiet crisis. **A concerning number of adults and youth suffer from poor physical or mental health.**



And many of our youth—faced with negativity on multiple fronts—are making poor choices that can become blueprints for the rest of their lives.

Together, we can address these challenges. **Through access to affordable sports, recreational opportunities, and community events, we can inspire and facilitate healthy lifestyles.** In developing more greenspaces, we can provide a respite from mental health burdens. By creating safe and engaging spaces for our youth and families, we can have a positive impact on their self esteem, health, safety and overall long-term success and well being.

Greenspaces and sports facilities—like our Salinas Regional Soccer Complex—offer a beacon of hope, wellbeing and prosperity to our residents, and the potential for reaching our full potential as a community.

Monterey-Salinas Community Snapshot

433,000
people live in Monterey County



Demographics

59%
of Monterey County
is Hispanic or Latino

80%
of Salinas Valley is
Hispanic or Latino

26%
of the population
is age 0-17

60%
is 18-64 years old

14%
is 65+ years old

Health

87%
adults report having at least one
cardiovascular risk factor: being
overweight, physically inactive,
smoking, or having high blood
pressure or cholesterol

77%
say mental health is a major
issue in the community

10%
are above the national
average for being overweight

25%
adults have been diagnosed
with diabetes, pre-diabetes,
or borderline diabetes

64%
identify diabetes as a major
problem in the community

Economics

12%
of the population lives
below the federal
poverty level

18%
of children ages 0-17
live in poverty

41%
worry about housing
and food security

52,000
people including children
live below the poverty line

11%
unemployment rate

\$37,741
per capita income

Beyond the Game

Understanding the vital role of greenspaces

**Goal: Expanding access to
safe, family-friendly public
greenspaces for sports,
recreation, and community
connection**

Certain places have a special sort of magic that everyone can feel. Parks. Rec centers. Sports fields. The places where people gather to do the things that make them feel happy and connected. Connected to the earth through the feel of grass beneath their feet. Connected to the next generation through the delighted squeals of playing children. Connected to their community through the roar of the lawn-chair chorus when their soccer team scores.

They're the places that are somehow separate, apart from the daily worries of life that wait outside their gates—safe havens where you can let go of tension and get your blood flowing on a good

What Are Greenspaces?

Open public areas set
aside for recreation,
exercise, and relaxation
that help create a
sense of belonging and
community identity.

walk or relax on a blanket while you enjoy your lunch in the sun. We call these areas “greenspaces.”

Monterey County's growing shortage of greenspaces and recreational areas means that residents simply don't have enough opportunities to get out and get moving—and it's having lasting effects on our physical and mental health.

The Salinas Regional Soccer Complex expansion is addressing this issue head-on. **Upon completion, we will have 68 acres of greenspace. Within this space will be a variety of sporting fields and courts, walking paths, playgrounds, and other community resources.**

Monterey County lacks
recreational and fitness
opportunities

Number of recreation or
fitness facilities in the area
per 100,000 people

8.7

Monterey County

12.4

California Overall

In populated areas, greenspaces are becoming increasingly rare. Development, urban blight, budget cuts to city parks departments... Our open public spaces are dwindling. This is particularly true for less-affluent areas like parts of Monterey County, which already has a third fewer fitness and recreation opportunities than the rest of the state.

Even when parks are available, The Trust for Public Land highlights that ones utilized by low-income families tend to be a quarter of the size and four times more crowded than those in more prosperous areas.

The disparity in access to greenspaces definitely impacts youth sports in the Salinas Valley. A lack of safe, viable places to play in low-income communities is a key challenge to getting and keeping Latino youth in sports according to The Aspen Institute and bountiful data.



Greenspaces
As Safe Spaces

Open public areas set aside for recreation, exercise, and relaxation that help create a sense of belonging and community identity.

The New York Times and National Geographic report that projects in several cities—cleaning up and greening up distressed lots in urban settings—**helped build youth pride and social connections, as well as reduce mental stress, violence, and crime.** A recent social justice report refers to sports as “the forgotten weapon in the fight against crime”—an effective deterrent to youth delinquency, anti-social behavior, and school suspensions.

Given Monterey County’s struggles with youth and gang violence in past years, **creating greenspaces to host sports and recreation activities is an investment in community security with economic ROI via reduced crime and crime-related injury rates.**

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Violent crime rate is significantly associated with the prevalence of physical inactivity and obesity...

Study by the National Institutes of Health (NIH)

“

Gang violence and gang affiliation in the Salinas and South Monterey County regions continues to be a problem, as resources for youth to choose alternatives to violence are limited.

Community Leader in Monterey County, Community Health Assessment



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Public places, when well-maintained and managed in a way that meets local needs, support connection and cohesion within communities. And research supports the idea that creating public spaces for informal contact between neighbors fosters a greater sense of safety.

Reimagining the Civic Common

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In the Salinas Valley, there are areas that do not have adequate or safe outdoor spaces for exercise.

*Physician, Monterey County 2022
Community Health Needs Assessment*

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There is a clear trend that our students and families who live in condensed and compacted living environments ...face higher rates of stress and physiological illness. Our community members need greenspace, safe outdoor opportunities, and access to the physical room to truly be healthy in all aspects of their lives.

Salinas Regional Soccer Complex has come to represent an affordable, trusted, and beloved piece of that access. Expanding access to outdoor learning and greenspace will improve the quality of life and trajectory towards success in all aspects of life for our community.

*Dr. Carissa Purnell, Board of Directors;
Director of Student Health and Wellness
Salinas Union High School District*



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The Salinas Valley was not really planned as a walking community. Many unincorporated areas do not have sidewalks, and the streets are in disrepair, which makes it hard to walk and exercise outdoors.

*Social services provider, Monterey
County 2022 Community Health
Needs Assessment*

Critical Mass

Inactivity weighs heavily on our health

Goal: Improving physical and mental health by providing access to safe recreational spaces

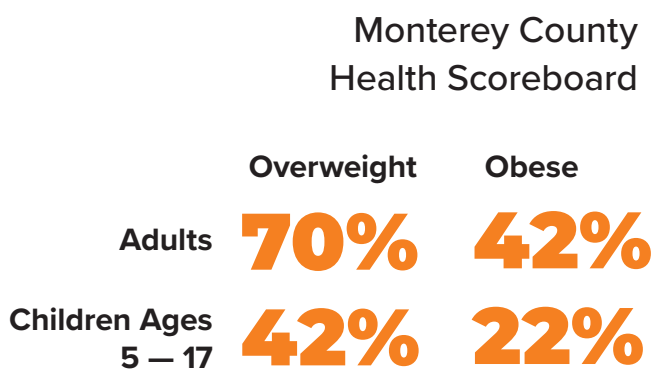
It's a well-known fact that obesity and diabetes are leading contributors to premature death and that physical activity is the best solution for these preventable conditions. Statistics show that the **Hispanic and Latino population is particularly at increased risk for many of these underlying health conditions.**

While U.S. adults overall have a 40% chance of developing type 2 diabetes, for Latinos the odds climb to 50/50. The health landscape for Monterey County residents is especially bleak—in 2022, a quarter of adults were diagnosed with either diabetes or pre-diabetes, and almost all adults checked at least one box for cardiovascular risk.

According to studies by the Centers for Disease Control and Prevention, **creating, improving and promoting places to be physically active can improve individual and community health and result in a 25 percent increase of residents who exercise at least three times per week.**

Nearly half our kids are overweight or obese and Hispanic and Latino children rank the lowest of all groups in meeting the recommended physical activity levels—**only one fourth of Monterey County youth meet recommended physical activity guidelines**, increasing the risk of early-onset diabetes, particularly during puberty. However, these conditions can be **prevented or managed through activities like walking, recreation, or sports**, emphasizing the need to promote physical activity in our community.

Research showed the annual **average health care cost was \$374 lower per person per year for those living near the most greenspace** than it was for those living near the least greenspace. Parks also reduce the costs of healthcare: maintaining a healthy weight saves between \$1,200 and \$1,800 per person in healthcare costs per year.



“Soccer is such an important sport to Salinas. So many children and families prioritize their health through soccer, and it shows--- Salinas Regional Soccer Complex is packed with people nearly every weekend.

We continue to work on the quality of life for our residents, and soccer is an integral part of our community's well-being.

Kimbley Craig, Mayor of Salinas

“

From my experience working with youth and families in the community, I've seen firsthand the negative impact physical inactivity can have. When kids aren't active, they're more susceptible to health problems, such as early-onset diabetes, and may also struggle with social interaction and mental well-being.

Salinas Regional Soccer Complex provides a fantastic space for our youth to get active, develop teamwork skills, and have fun in a healthy environment. Easy access to these resources is crucial to building a strong and healthy community in Monterey County.

Alexis Díaz-Infante, Board of Directors; Frank Paul Family Resource Center Manager



The Greenspace - Mental Health Connection:

Sometimes psychological afflictions are harder to spot than physical ones, but they hurt our community just as much—particularly our youth. **Nearly a quarter of Monterey County teens have taken a prescription for mental health related issues in the past year.**

Nationally, suicide ranks as the third leading cause of death among Hispanics and Latinos aged 10-24 and for men aged 25-34, highlighting the urgency of addressing mental health challenges. However, cultural norms can make it difficult to seek help for emotional health. This can often compound existing issues such as depression or anxiety.

But there is hope. Research from the American Academy of Pediatrics, the Mayo Clinic, and the Harvard School of Public Health indicate one of the best treatments for mental health may be as simple as fresh air and sunshine. **When youth spend more time in outdoor greenspaces, they have less stress, better moods, increased empathy, higher vitamin D levels, improved cognitive functions and attention spans.** The sooner these outside experiences start, the more mental and emotional benefits kids get in the long run.

Adults benefit, too: **Getting outside and exercising regularly enhances cognitive function, lowers dementia risks, and reduces depression and anxiety levels.** This all underscores the importance of early exposure to greenspaces, as well as developing healthy, lifelong habits.

The challenge is that as the exercise opportunities that sports provide are becoming more important for our health, they're also becoming more financially out of reach for our families.



State of Mind in Monterey County

Adults Are Mentally and Emotionally Drained

- 70%** of adults ages 18–24 have seriously considered suicide
- 52%** of Hispanic/Latino adults have needed and received behavioral care services
- 51%** of adults have experienced symptoms of chronic depression
- 34%** describe their mental health as fair or poor—2X worse than the national average

Youth Are Experiencing A Mental Health Crisis

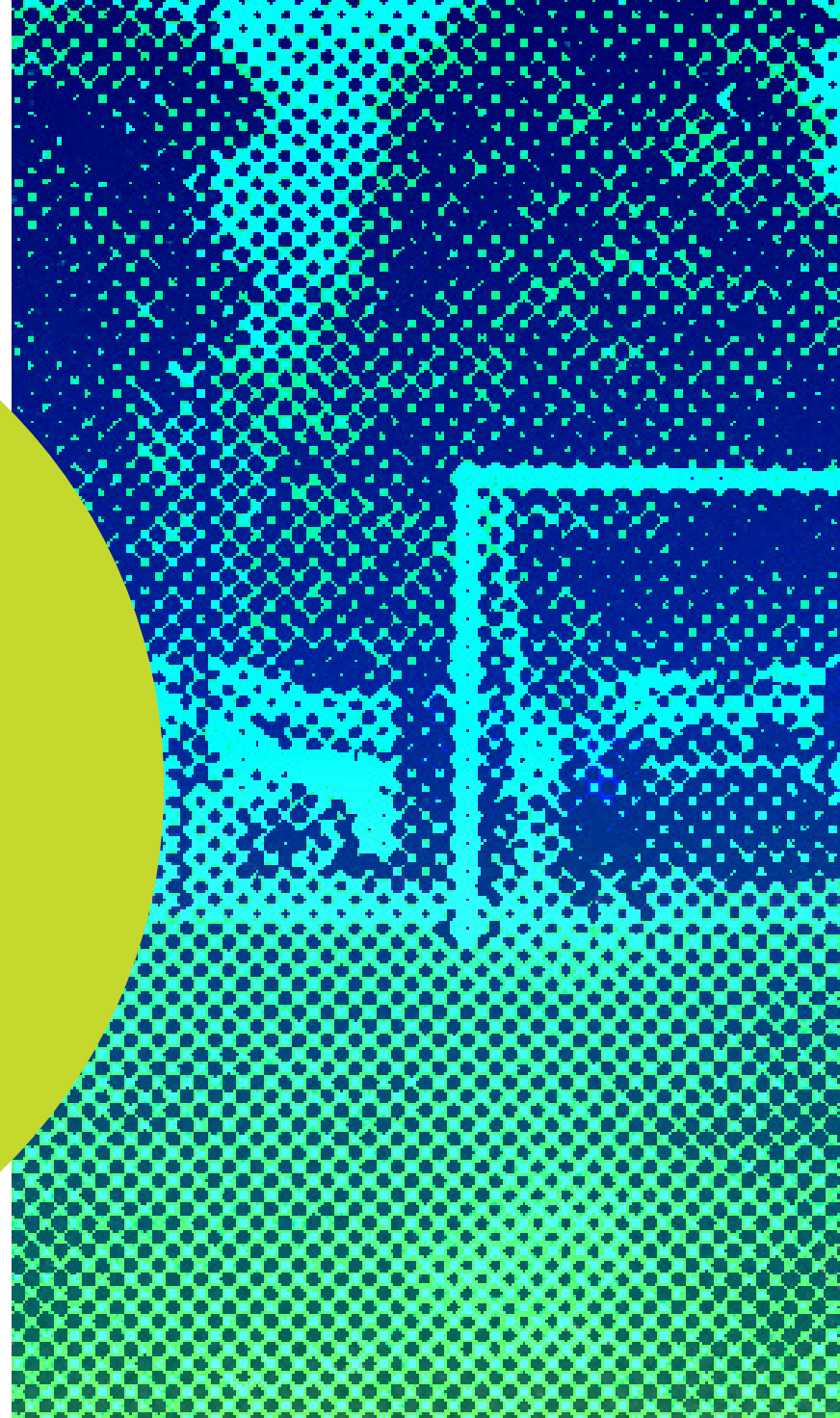
- 33%** of high school freshmen report feelings of depression
- 23%** of children ages 13–17 have taken a prescription for mental health in the past year
- 22%** of children ages 5–17 needed mental health services over the past year
- 13%** of children ages 5–17 have taken a prescription for mental health in the past year

Only 15% of youth said they feel comfortable talking about mental health

“

Students with anxiety cannot or will not access services in school. This is based on a few reasons, including students not wanting to use limited resources set aside for students with severe needs, not enough resources in school or time to access them, stigma, and a lack of access for students and parents. Parents need someone to talk to, as well... With everything that's been going on in our world—politics, environment, cost of living, war, pandemic—there's just not enough fun! Fun is an important component of good mental health.

*Health provider, Monterey County 2022
Community Health Needs Assessment*



A “Physical Divide”

Exploring the Socioeconomics of Sports

Goal: Overcoming a growing socio-economic gap in access to sports

In professional arenas around the world, sports is known as a great equalizer—where athletes from all walks of life play side by side, separated only by skill. But for youth in the Salinas Valley, getting the field time to develop the talent needed to make it into those arenas can be a challenge. Not only are public play spaces becoming scarce, but **participation in organized sports like soccer is getting harder and harder for families to afford.**

Our community is experiencing a growing gap in sports participation. A **2023 New York Times article highlighted a widening gap in sports involvement, coined as a “physical divide,” driven by socioeconomic disparities.** Put plainly: as income levels decline, so does sports participation. Kids’ sports costs are escalating even as school physical

education budgets are declining. This combination results in more and more children losing their access to sports.

What’s the end effect of this inequity? Local Latino families are among the most culturally interested in soccer, but they also have some of the greatest difficulties in covering its rising costs. When Salinas Valley families—whose budgets are already stretched thin by our high cost of living—struggle to pay for the high costs of youth sports, our kids are in turn more likely to struggle with their physical and mental health. **The impact goes beyond physical and mental health; grades can fall, along with prospects for the future.**

Beyond the financial obstacles, half of our kids hit another wall in their sports participation: girls must also jump the gender gap.



“

Whereas in many countries around the world, where soccer remains an egalitarian game that’s accessible to low-income populations, in the U.S, families may spend \$5,000 a year for access to club teams and tournaments in the chase for a college scholarship. This pay-to-play model is where talented Latino youth get left behind.

John Solomon, Latinos in Soccer: What’s the U.S. Model So They’re Not Left Behind?

Net Costs Block Many From Youth Soccer

\$1,188 to \$1,472

average annual cost of youth soccer participation

- 52%** of U.S. adults say funding sports has the most impact at the youth and school levels
- 66%** of Latino families report difficulty affording the climbing costs of soccer
- 10%** of income goes toward sports for the average family

Youth Sports Participation By Annual Family Income

Above \$105K	Middle Income	At or Below Poverty Line
70%	51%	31%
participation	participation	participation

“

[The Salinas Regional Soccer Complex] provides an opportunity at no cost for players around the community to be scouted by top teams through their international alliances. Teams which look for talent, not profit. These alliances, like they have with Grupo Orlegi, makes the dream of playing professionally a reality, without the need of expensive training camps. Salinas Regional Soccer Complex is building a pathway for young girls and boys to work for their dreams, as opposed to paying for one.

Mayra Gomez, Internacional MKT and Communications Director for Orlegi Sports



Empowering Champions

Breaking Down Barriers In Girls' Sports

Goal: Fostering an environment of support and opportunity for women and girls to participate in athletics

In Monterey County, young female athletes face an additional hurdle: **soccer is traditionally seen as a boys' domain in Latino culture.** While soccer is highly popular among women and girls nationwide, Latinas are underrepresented in the sport.

There are a couple of reasons. Family comes first in our community, and **many girls will themselves choose to support the family by working a job, performing chores, or caring for siblings instead of participating in sports.**

Puberty can also take girls out of play. **Girls' sports participation plummets during puberty due to body image issues, self-consciousness, and physical changes.** Ironically, this deprives girls of one of the most useful tools to counter this negative self-image, physical fitness. Sports—particularly those led by female role models—can be a powerful vehicle for girls to develop **a positive relationship with their bodies that lasts into adulthood.**

In addition to providing opportunity and access to sports, it's critical to support young girls in sports by ensuring there are female mentors - coaches, refs, even older players - in the community that they can look up to.

It's time for us to rally behind ALL our young players and remember how critical access to safe greenspaces and sports are to our community.

“

This event is important for the young women in this area because we are growing the game here locally and providing them with the resources they need in their own community to be successful in their soccer journey and achieve their aspirations.

Co-founder of CCFA Anthony Velazquez for the ORLEGI Girls Soccer Showcase



“

It feels good to have this opportunity because we rarely get such chances here in Salinas, so I feel like this is a really good opportunity for all of us.

Natalee Morales Gonzalez, aged 17, ORLEGI Girls Soccer Showcase

When girls miss out on sports,
they also miss out on:

Better physical health – Regular exercise promotes better physical health by improving cardiovascular health, reducing the risk of chronic diseases like diabetes and cancer, lowering the chances of osteoporosis later in life, and decreasing rates of sexual activity and teenage pregnancies.

18.9%
of girls in Monterey county (ages 5-17)
are considered obese

Less than
20%
of girls (ages 2-17) are active
for one or more hour per day

Better mental and emotional health – Physical activity enhances mental and emotional well-being, particularly important amidst high rates of teenage girls experiencing depression and emotional challenges.

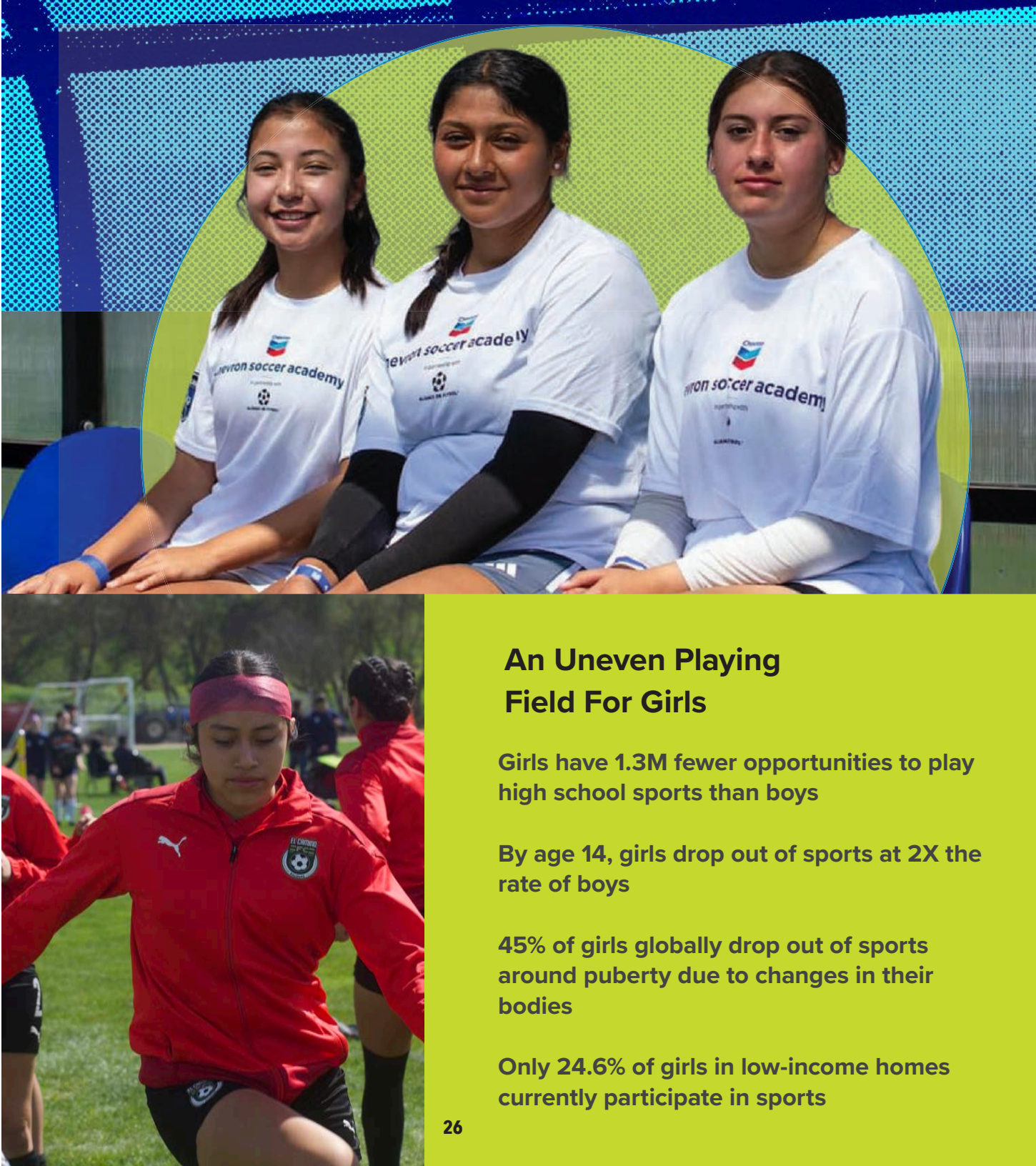
31%
of Monterey County girls want, but
can't find, support services for stress

29%
have experienced or know someone
who has experienced suicide

Better career prospects – Social interactions prepare girls for future careers, leadership roles, and increased earning potential. In missing out on sports, they also miss out on valuable learning opportunities for practical job skills such as time management, critical thinking, communication, teamwork, problem-solving, and conflict management.

94%
of C-suite women executives played
sports growing up

**More than half played
at the collegiate level**



**An Uneven Playing
Field For Girls**

Girls have 1.3M fewer opportunities to play
high school sports than boys

By age 14, girls drop out of sports at 2X the
rate of boys

45% of girls globally drop out of sports
around puberty due to changes in their
bodies

Only 24.6% of girls in low-income homes
currently participate in sports

Common Ground

Uniting our community through a shared love of soccer

Goal: Creating a space that bridges social divides and builds community through sports and events

On any given weekend, you'll find Monterey County coming together at the Salinas Regional Soccer Complex. You'll find extended families engaging in everything from spirited soccer games, to Easter egg hunts and summer potlucks.

You'll find youth who live in different parts of the county meeting up and making new friends, no matter what school they attend or which neighborhood they live in. You'll find adults from different socioeconomic circles swapping stories of how their kids' teams are doing this season. You'll find volunteers and staff from different professions working hand in hand. What creates this little bubble of bliss and harmony in an otherwise stressful world? The fact that **Salinas Regional Soccer Complex is our special place for remembering who we are, collectively.**

6,000
people currently use the fields every week

10,000
people will use the fields weekly by the end of phase 2b

20,000
people will use the fields weekly upon completion



“

It gives the community a large space to connect and come together for the love of the sport. Something that cannot be found anywhere else in Monterey County.

It brings our community together and promotes good activities in the city.

Salinas Regional Soccer Complex visitors and community members



Salinas Regional Soccer Complex is a place where families, regardless of background, come together, forming bonds and making memories.

While sports in general have great power for uniting communities, soccer’s prominence in the Salinas Valley and, growingly, Monterey County as a whole, gives it a particularly powerful mojo for creating harmony among its fans from different walks of life.

Salinas Regional Soccer Complex provides an opportunity for the Salinas Valley to **embrace our common identity and pass treasured traditions from one generation to another.** Its tenets of teamwork and good sportsmanship also help **cultivate mutual respect and stronger social ties among youth of different backgrounds in our community.**

With so many physical, emotional, and social benefits that soccer brings to Monterey County, let’s consider the final one—economic prosperity.

“

Ayuda físicamente a nuestros hijos y los aleja de las malas compañías. (It benefits the physical health of our youth and keeps them away from bad company.)

Salinas Regional Soccer Complex visitors and community members

Soccer is a family affair, especially in the Salinas Valley

73%

of U.S. Latinos ages 16 and older say they are soccer fans

70%

of Latino parent event viewers say it’s important to watch the FIFA World Cup™ in Spanish with their kids

40%

of Hispanic high school students said they played or were planning to play the sport in 2020

Unlocking the Power of Youth Sports

Investing in futures

Goal: Cultivating economic opportunities in a premier sporting facility through recreational play and competitive events

We know that Monterey County families spend a lot of their limited income on kids' athletics. But how much of that money sticks close to home? While a portion does go to online retailers, the rest works its way through the local economy via things like clothing and equipment purchases at nearby sports shops, post-game celebrations at local eateries, and team snack purchases at neighborhood grocery stores.

The Salinas Regional Soccer Complex expansion presents an opportunity to amplify these economic benefits by tapping into the growing market of sports facility development and management.

In 2021, U.S. sports tourism overall produced a total economic impact of \$91.8 billion, supported 635,000 full-time and part-time jobs, and generated \$12.9 billion in taxes. **Salinas Regional Soccer Complex would propel sports tourism to become an epicenter of economic growth for Monterey County.**

Upon completion, **Salinas Regional Soccer Complex will be the largest single facility of its kind between San Francisco and Los Angeles**, drawing in teams that currently must travel to Watsonville, Morgan Hill, or beyond to get enough space.



The U.S. youth sports industry is soaring

\$19 Billion

estimated value in 2019

\$77 Billion

estimated value by 2030

\$26.5 Billion

estimated value of the U.S. sports sponsorship market in 2022

\$30-\$40 Billion

estimated family spending on U.S. youth sports in 2022

Salinas Regional Soccer Complex, a well-maintained, premier facility will attract more participants, tournaments, and spectators and **pull outside dollars into our local economy, stimulating business growth and employment opportunities.** It will help businesses launch, expand, and hire. With Salinas' disadvantage in income levels—ranking in the 84th percentile compared to the national average—**this economic boost will be key to help lower the unemployment rate and increase income levels.**

In addition to high-caliber hosting opportunities that will draw repeat business, hosting high-profile events will provide the chance to win **sought-after sponsorships and advertising.** These opportunities will provide a sustainable income stream to help finance new infrastructure and channel **much-needed funds toward one of our key goals: developing local talent.**

5 Reasons Community Sports and Recreation Facilities Are Smart Investments

1. Contribute to the public bottom line

Expanding park and recreation opportunities in San Jose resulted in an extra \$17 million in tax revenues and a \$1 billion increase in real estate values for nearby property owners. Similarly, in Philadelphia, **every dollar spent on the creation of greenspaces saved a whopping \$333 in medical, policing, and other expenses**, according to The New York Times.

Data shows that private property values and local tax base increase the closer land is to parks. This translates to increased property tax revenues and an improved local economy. The real estate market consistently demonstrates that many people are willing to pay a larger amount for property located close to parks and open space areas than for a home that does not offer this amenity.

A survey by the National Association of Realtors (NAR) revealed that 57 percent of voters would choose a home close to parks and open space over one that was not. In addition, the NAR survey found that 50 percent of voters would be willing to pay 10 percent more for a house located near a park or protected open space.

2. Boost business and job prospects

Hosting youth sports events generates revenue for local businesses, including hotels, restaurants, and sports equipment suppliers. This leads to **increased employment opportunities** as businesses expand to meet demand. Additionally, youth programs associated with sports facilities **create jobs for coaches, trainers, and administrative staff**, while construction and facilities management offer **skilled job opportunities with higher wages**.

Quality parks and recreation are one of the top three reasons that businesses cite in relocation decisions in a number of studies.



The Complex’s Contributions to Local Employment

Current employment stats

- 2 full-time staff and 4 part-time staff
- Contractors: Janitorial service, security guards, landscaper, HR consultant, grant writer, and portable restroom services
- Seasonal workers (weekends for 8 months of the year): 6 food vendors, 2 ice cream vendors, and 1 weekend store vendor
- \$17M in construction spending

Future employment goals (upon completion)

- Estimated up to 12 full-time staff, in addition to game-day staff (potential for 6+ new jobs)
- Administrative, marketing, and operations jobs to be created
- 2-3x opportunities for contractors, seasonal workers, and vendors
- \$42M in construction spending

5 Reasons Community Sports and Recreation Facilities Are Smart Investments (continued)

3. Save healthcare dollars

In Monterey County, aside from direct medical expenses, there's a significant economic impact from lost earnings and productivity due to sick days. Many families already struggle to make ends meet, working multiple jobs, and cannot afford to miss work or pay additional medical bills for preventable or treatable conditions that could be improved through exercise. **Salinas Regional Soccer Complex is the answer.**

According to studies by the Centers for Disease Control and Prevention, creating, improving and promoting places for people to be physically active can improve individual and community health and result in a **25 percent increase of residents who exercise at least three times per week.**

Research showed the annual average health care cost was \$374 lower per person per year for those living near the most greenspace than it was for those living near the least greenspace. Parks also reduce the costs of healthcare: statistically, maintaining a healthy weight **saves between \$1,200 and \$1,800 per person in healthcare costs per year.**



4. Pave the path for college and career

Nike's Designed to Move report reveals that better academic performance not only increases the likelihood of college attendance but also **results in seven to eight times higher earnings for active children.** In Monterey County, where over a quarter of the population faces limited earning potential due to lack of high school education, this emphasizes the importance of promoting physical activity.

Sports facilities provide opportunities for young players to connect with recruiters, facilitating their pursuit of **college or professional sports careers.** Showcase events at existing facilities have enabled local players to be scouted for teams at prestigious institutions like Stanford and in other regions such as Mexico.

5. Reduce youth crime

According to The New York Times and National Geographic, urban cleanup and **greening projects in various cities foster youth pride, social connections, and mental well-being** while **reducing violence and crime.** A 2023 UK Social Justice Report highlights sports as a powerful tool in deterring youth delinquency, anti-social behavior, and school suspensions. In light of Monterey County's crime activity, investing in resources for youth to access safe alternatives to violence transforms greenspaces into secure environments, enhancing community security.

Strength In Unity

Partners in a shared vision

Goal: Understanding the critical role you play in making it all possible

Are our goals for the Salinas Regional Soccer Complex expansion ambitious? Definitely. Can we achieve them? Yes—but **only with the help of everyone at every level.**

Our business sponsors, nonprofit partners, local government, and individual community members have helped us carry the project a long way. But the highest peak in our journey is still in front of us: completing the final and most costly phases of construction. That’s why donor support is essential—YOUR support!

When you contribute, you’re not just helping raise a building or sod a field or install a bleacher. You’re giving families and neighbors a safe place to spend more time together. You’re enabling prosperity by creating jobs and launching new small-business ideas. You’re making it possible for residents to get moving, get healthy, and raise active children who do the same. Perhaps more than anything, **you’re funding the future, reaching far into generations of young talent to nurture greater wellness, better opportunities, and bigger dreams**—because our goal is more than just soccer.

“

It is easy to see what makes the Salinas Soccer Complex so special when you see it full of activity every week. It is a place to play, to compete, to enjoy time with friends and family. We need more open greenspaces like this for our community.

Orlando Osornio, Salinas City Council member



The Salinas Regional Sports Authority (SRSA) is a 501(c)3 non-profit group that depends entirely on the generosity of our supporters, both large and small.

Founded to foster youth development and community engagement through access to sports, when completed, Salinas Regional Soccer Complex will be the largest sports complex of its kind between San Francisco and Los Angeles.

Although we are a non-government organization, our work would not be possible without the generous support from the State of California, Monterey County, and the City of Salinas. Our partners in local government ensure we have a 90 year lease on the land—50 years for now, plus two additional 20 year terms. This not only enables us to make long-term investments into quality facilities, but ensures that this state of the art sports complex will be a fixture of Monterey County for generations to come.

The City of Salinas has generously funded our water and utilities beginning in 2018, in addition to a regular and ongoing allocation of funds. Monterey County has also made annual donations, totaling near \$1M since 2019. We have also worked closely with Senator Anna Caballero and Assembly Speaker Robert Revas to secure \$6.2M in funding from the State of California.

We are so grateful for the meaningful partnerships that have been extended to us by the City of Salinas, Monterey County, as well as the State of California.

Thank you to our program partners!

Blue Zones Project - MC
Building Healthy Communities
Cal North
Cesar Chavez Futbol Academy
Chevron
CHISPA
City of Salinas Recreational
Department
Clubes Unidos Soccer League
CSUMB
Ecology Action
El Camino Futbol Club
El Camino Real Futbol League
Gavilan Youth Soccer League
Hartnell College
Monterey Bay FC
Monterey Condors Club
Natividad
Nor Cal
Orlegi Sports
PAL
Salinas Futbol Femenile
Salinas Soccer Academy
SJ Earthquakes
SVH
United Way
YMCA

Project stats

\$42 Million
estimated overall construction value

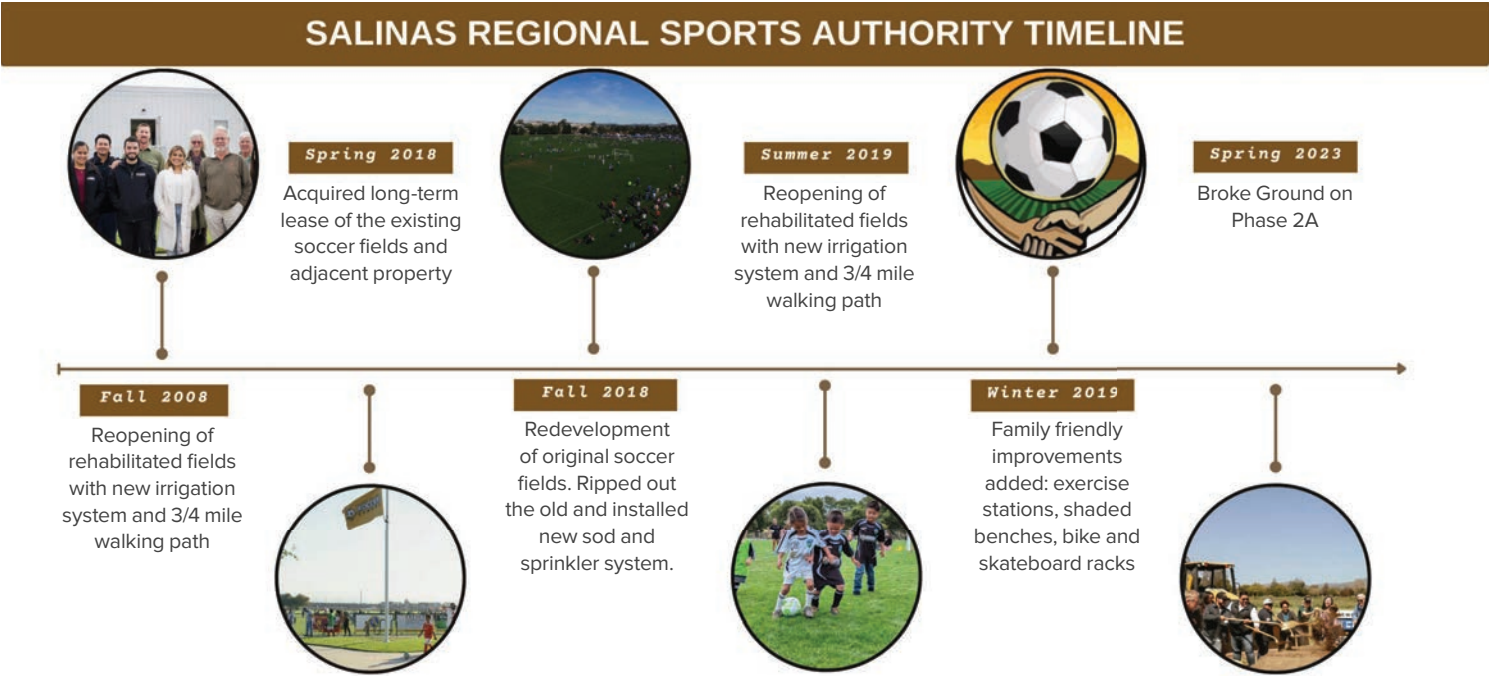
3x
increase to the complex size

50-year
city land lease secured in 2018

Two 20-year
renewable increments

\$17 Million
raised so far

\$25 Million
still needed to reach our goal



Expansion Plans for the Salinas Regional Soccer Complex

	Our Current Stats	Our Goals
Weekly Guests & Players	<ul style="list-style-type: none">6,000	<ul style="list-style-type: none">Estimated 10,000 by end of Phase 2AEstimated 20,000 after project completion
Land	<ul style="list-style-type: none">20 acres	<ul style="list-style-type: none">48 acres have been leased
Fields & Courts	<ul style="list-style-type: none">13 grass soccer fields<ul style="list-style-type: none">6 for 11 person teams3 for 9 person teams3 for 7 person teams1 for 4 person teams	<ul style="list-style-type: none">2-story field house that contains 1 full-size indoor soccer field20 grass soccer fields2 fully lighted turf fields8 beach soccer fields or 12 beach volleyball courts (120 x 75-yard sand court)1 basketball court3 fully lighted futsal courts
Exercise & Recreation Opportunities	<ul style="list-style-type: none">Walking pathOutdoor exercise stations	<ul style="list-style-type: none">Walking pathOutdoor exercise stationsPlaygrounds1 BMX pump track2 skate parks
Amenities	<ul style="list-style-type: none">374 current parking spacesBring-your-own lawn chairs for all but the championship field, which has bleacher seating for approximately 80 peopleLeasing a 60' x 24' modular	<ul style="list-style-type: none">400+ additional parking spaces and additional entrance/exit2,500 stadium seatsNighttime floodlightsLocker rooms, classrooms, office space, and a cafeteria in the 2-story field houseScoreboard



New Complex Building Concept

New Development Renderings



You're funding the future, reaching far into generations of young talent to nurture greater wellness, better opportunities, and bigger dreams...



New Development Renderings



New Development Renderings



Thank you to our supporters

Over \$1,000,000

Taylor Farms
Harden Foundation
The David & Lucile Packard Foundation
Nancy Eccles and Homer M. Hayward Family Foundation
The California Endowment
Monterey Peninsula Foundation

\$100,000 - \$999,999

1st Capital Bank
Alco Water Services
Sally Hughes Church Foundation
Andrew and Phyllis D' Arrigo Charitable Foundation
Chevron Charitable Giving
Scheid Family Wines
Monterey County Gives!
Fund of the Community Foundation for Monterey County

\$5,000 - \$99,999

Community Foundation For Monterey County
Central Coast Youth Sports Organization
Monterey County Storm Relief Fund of the Community Foundation for Monterey County
Rotary Club of Salinas
Kobrinsky Evans Family Fund of the Community Foundation for Monterey County
Mary Jane Drummond Fund and George P. and Betty Kendall Memorial Fund of the Community Foundation for Monterey County
Blue Zones Project
California Water Service Co.
RDO Equipment Co.
Pebble Beach Company Foundation
Kaiser Permanente and San Jose Earthquakes

Up to \$4,999

Alexis Diaz-Infante
Alfred Diaz-Infante, Trustee
Alvarez Technology Group
BFS Landscape Architects
Carissa Purnell
Catherine Kobrinsky Evans
Claudia Melendez
Clubes Unidos de Oaxaca S.M.P. Soccer
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GIS Plumbing Inc
Ian and Allyson Jones
ISA In Studio Architecture, Inc.
Jonathan De Anda Hernandez
Laura Harris Consulting, LLC
Linda McGlone
Lino and Teri Belli Family Fund of the Community Foundation for Monterey County
Luis Alejo

Manny González and Deb Fredell-González
Maricela Cruz
Montage Health / Tyler Heart Institute
Monterey County Soccer League
Network for Good
Patricia Fashing and Kurt Brux
Peartree+Belli Architects, Inc.
Precious Stone PR Inc.
Robin A. Seelye
Rodnick Farm LLC / Kurt Gollnick and Janet Rodgers
Salinas Valley Health
SSB Construction
Whitson Engineers
Yellow Brick Road Benefit Shop

Government Supporters

State Of California
County Of Monterey
City of Salinas

Are our goals for the Salinas sports complex expansion ambitious? Definitely. Can we achieve them? Yes—but **only with the help of everyone at every level.**



“

This is much more than soccer, it is about creating opportunities for our youth to learn about teamwork, about sportsmanship, about commitment, and it is certainly about putting more of our community’s youth and families on a pathway to success—and better physical and mental health, which is very important now more than ever. Sports have always been a critical vehicle to ensuring that we develop not just our next great athletes out of this region, but also our next great leaders.

*California State Assembly Speaker Robert Rivas
Spring 2023 Groundbreaking Ceremony for the
Salinas Regional Soccer Complex*

“

I am proud of the positive impact Salinas Regional Soccer Complex is having. Our initiatives foster wellness and community unity, creating opportunities for individuals of all ages and backgrounds to come together, grow, and thrive.

*Jonathan De Anda, Salinas Regional
Soccer Complex General Manager*

“

The nature of soccer game play is family attendance, drawing thousands of people across generations. This habitual gathering builds family and community bonds in an atmosphere which is safe, supportive, and healthy. The soccer complex is for the community, but also by the community: It is a private non-profit whose leadership, staff, contractors, leagues, teams, players and their families are entirely local. We like to say “Más Que Fútbol” meaning that soccer is the draw, but community benefits are limitless. The impact to fitness and soccer skills is enhanced by pathways to education and employment.

I am very proud of our progress, particularly in curing the historic shortfall in access for women and girls. I’m especially inspired to see the new generation of leaders step up.

*Catherine Kobrinsky Evans, Board of Directors,
Vice President*

Salinas Regional Soccer Complex

1440 Constitution Blvd, Salinas, CA 93905

Learn more at SalinasSoccer.org



“

A place like this builds hope—and hope is essential to success.

*Jeannine M. Pacioni, District Attorney
Monterey County District Attorney's Office*