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Proposal

Permanent Pitch at City of Chesterfield

American Cricket Academy and Club

St. Louis



American Cricket Academy and Club
25th January, 2019

The Beginning

It all began during a summer of 2015 with a sense of community service, to serve next generation and teach values to our youth by involving in sports and connecting with community. The vision was not to just to teach cricket but also achieve other things that benefits the community that we all represent, develop leadership qualities amongst youth and develop the athletes into productive citizens.

Laying the Foundation

American Cricket Academy has been built upon three main pillars and they are

- **Character** (Servant leadership, teamwork, discipline)

When addressing character we decided to give the athletes opportunities to show servant leadership through mentoring and assigning them various responsibilities. They take ownership of their actions and put others first.

- **Community** (Serving others, humility and sacrifice)

In teaching our athletes about community we want them to reach beyond the cricket community and become involved within the entire metropolitan area. To do this and to further the character pillar ACAC is highly involved with community service. Our ACAC families do a minimum of one service project a month, We are proud to say we have not just our athletes, but also their families involved in each project, all these experiences and learning helping our families to connect with different communities.

- **Cricket** (play the right way - with class)

When it comes to our cricket pillar, this is another that ties to character. So often in youth sports we witness less than stellar behavior from the athletes, coaches and parents. It is emphasized many times over in our academy that everyone is to conduct themselves with class. This means working hard on and off the field, conducting in positive ways and respecting each other and the teams and families we interact with.

What have we done so far ?

- We have close corporate relationship with Fortune 500 companies such as Enterprise, Mastercard, ATT, Novus, WWT, Monsanto.
- We have helped to train 1200 PE Teachers, Over 3000 students through various civil and government organizations. We have covered more than 30 schools and 4 major universities.
- We have relationship with all the major academies in USA and have been the most respected organization which has led the way in building the national calendar.
- We have put in more than 40,000 hours of community service in last 2 years out of which around 20,000 hours were put in by the kids.
- We also sponsor underprivileged kids and so far adopted 20 and plan to increase upto 100 in the next 4 years.

Expansion Plans

- Our goal is to become “Center of Excellence” for youth cricket in USA by providing top class facilities and coaching resources.
- Coaching - Bringing specialist coaches from around the world.
- Planning to host National select camp to bring in the best talent in USA to our ground.
- National Select camp for girls.
- International Tours.

Relationship with ICC

- Working with ICC Americas to develop the curriculum for the youth training program
- St. Louis is picked up as a city that USA Cricket would launch the Rookie League; a program that develop future USA Cricketers.
- Part of advisory group and may get to play a role in the new USA Cricket Board.

Rookie League by USA Cricket

The USA Cricket Rookie League is the National Entry Level Program aiming to inspire the next generation of cricketers across the United States. The newly formed USA Cricket will be launching the Rookie League in Missouri in which American Cricket Academy will be playing a leading role along with cities in California and Maryland.

Taking it to Schools

ACAC has introduced cricket in several schools in the community and has trained 1200+ PE teachers, 3000+ students to help grow cricket at grass root level. As a pilot program, ACAC conducted an after-school cricket program at Green Tree Elementary School where there was a record 80+ students participated. This further expanded to Crestview Middle School, Seton

Community Service Projects

ACAC has invested more than 3500 hours and effort in last two years to contribute our little share and impact within in St Louis Metro Area and beyond. Few of our key projects and milestone across different initiatives

- Earth Day - Planted 100 trees by athletes
- USO donations and tour
- Trevisano Teddy Bear Christmas Land
- Flood relief Chennai and St Louis
- Collecting sweaters and shoes for a mission trip to South Africa
- Making sandwiches for a homeless shelter to deliver on the streets
- Serve and Learn at a Sikh temple
- Visiting Al-Salam Day School
- Volunteering for Clean Stream
- River Cleaning and recycling projects
- School bags and supplies for inner city schools.
- Blood Drive partnering with local hospitals and government including City of Chesterfield
- Partnered with MoDOT - Adopt-A-Highway program
- Educate-2-Succeed - Goal is to adopt 100 kids in 5 years
- Visit to Veterans Hospital to serve the Veterans

The Growth

In Conclusion, ACAC was able to grow from 6 kids a couple of years back to more than 200 kids is due to a dedicated cohesive group with the purpose of service and giving back to the community and youth.

Permanent Cricket Pitch at Chesterfield - Proposal

Proof of Funding

History of League Funding - The League is primarily funded through annual registrations from the youth athletes who forms the Minor Cricket League and players who belong to Major Cricket League, Major Tennis Cricket League and Major Women's Cricket League. Additionally, we are also funded by generous individuals and organizations.

Projected Usage - The League will use the permanent pitch between Beginning of May and End of October (6 Months) with committed usage on Saturday and Sunday (a minimum of 6 hours on each day)

Chesterfield Residents of the League

The League has players with more than 50% who belong to City of Chesterfield. Additional support of petition by residents city of Chesterfield with more than 400 signatures have been submitted already to the City Council by petition drive.

5 Year Business Plan

Growth - The League continues to grow year after year and has an overwhelming response in the community. ACAC was able to grow from 6 kids a couple of years back to more than 200 kids and 3 adult leagues expanding further with introduction of cricket at schools.

Yearly Usage - We expect the number of participants to grow periodically with guaranteed usage of the permanent pitch and practice facility at city of Chesterfield.

Sustainability - The League ensures proper pathway for the younger athletes to grow their game with round the year program with qualified coaches. Cricket is one of the emerging game in USA with wide acceptance.

Proposed Funding for the permanent Pitch

American Cricket Academy & Club (ACAC) agrees to either (a) Share the cost of laying the pitch or (b) provide the city with imported state of the art cricket turf from UK to be laid by the city. ACAC will also share any annual maintenance and upgrades if any.

ACAC will also pay \$30-\$34 per hour with a commitment of 5 year usage.

Guaranteed Amount of Revenue each year

American Cricket Academy & Club (ACAC) guarantees to commit a usage of at least \$8500 per year for next 5 years adjusted towards an initial deposit of \$5000-\$10,000 paid in advance

Economic Impact

ACAC will be able to make a sizable economic impact in the region when teams across the country travels to play in the national camps and tournaments organized by ACAC. The teams that travel for the tournament will stay at our hotels and dine in the region. We plan to hold at least two national level tournaments each year.