

A Model To Transform Youth Sports Programs In Small and Mid-Sized Communities

Botetourt County Parks, Recreation and Tourism

Program Overview

The Botetourt County Parks, Recreation and Tourism (PRT) youth sports program relies heavily on its partnerships with seven volunteer booster clubs in the County. These seven booster clubs are geographically located within the seven different elementary school districts. The booster clubs are volunteer organizations that work in cooperation with PRT to provide a variety of youth sports throughout the County. Once the online registration process is complete, the clubs manage the formation of teams according to the PRT team drafting procedures. The clubs assist with finding coaches and with providing uniforms and equipment for each team.

Over the past three years, the PRT Department has worked relentlessly to enhance its youth sports program with an increased focus on the use of technology, strategic planning, and policy development. Goals and objectives were developed to improve an already formidable youth sports program. Once these goals and objectives were set, a plan was executed to achieve these goals. That plan is spelled out in the eight-page document attached.

This planning and execution has reaped great rewards for the department. In 2007, PRT was one of five localities in the country awarded The Excellence in Youth Sports Award by the National Alliance for Youth Sports (NAYS).

The increased focus on raising the standards in the youth sports program has resulted in a nationally recognized program that strives to provide an all-inclusive, modern youth sports program for the entire community. In transforming the youth sports program in Botetourt County, PRT has created a model for other small and mid-sized communities.