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### **Narrative Description of Sport Organization**

#### **Overview**

Bridge City Basketball (BCB) is a club basketball program in Portland, OR and the surrounding areas. BCB is a highly competitive program with the tagline “it’s bigger than basketball”. BCB’s mission is to provide great basketball teaching and experience while simultaneously helping young athletes develop skills that will benefit them throughout their lives, such as work ethic, resilience, grit, integrity, self-awareness, control, and strong communication skills. BCB was organized exclusively for public, charitable, and/or educational purposes within the scope of Section 501(c)(3) of the Internal Revenue Code.

#### **Early Formation of BCB**

As of current, BCB consists of one 13U girls basketball team, with the plans and potential of expansion in the future. The inaugural team (2019-2020) was scouted and selected by the 13U coaching staff, Menley Neitzel and Veronica Salisbury. Invitational emails were sent to 12 athletes and families, inviting them to participate on the 13U girls team to launch Bridge City Basketball. 10 of these athletes and families accepted the invitation and paid a deposit to reserve their spot on the team.

Once ten girls committed to playing for the year, Menley and Veronica felt confident in the direction of the program and filed an Articles of Incorporation to become a nonprofit corporation and secure the name Bridge City Basketball. Next, a board of directors was gathered and met to discuss the direction of BCB. See the Meeting Minutes for more information about this process. Since then, BCB has completed much work to start up the corporation such as: creating operating documents, registering for insurance, opening a bank account, creating a website, securing gym

space, contracting skills and strength trainers, setting a schedule, setting a budget, ordering uniforms, and filing for 501(c)(3) tax exempt status.

## **Structure and Schedule of BCB**

Bridge City Basketball is a year-round basketball program, broken into three seasons. The 2019-2020 year is broken up as follows:

Fall Season: September 8, 2019- November, 3 2019

Athletes receive:

- 1 skills training per week
- 1 strength training per week
- 1 team practice a week
- 2 games a week
- 1 out of state tournament (Sunnyside, WA)

Winter Season: November 24, 2019 - March 15, 2019

Athletes receive:

- 1 skills training per week
- 1 strength training per week
- 2 team practices a week
- 6 in state tournaments
- 3 out of state tournaments (Centralia, WA, Seal Beach, CA and Spokane, WA)

Spring/Summer Season: April 19, 2019 - May 23, 2019 and June 21, 2019 - July 19, 2019

Athletes receive:

- 1 skills training per week
- 1 strength training per week
- 1 team practice a week
- 3 in state tournaments
- 4 out of state tournaments (Seattle, WA, Yakima, WA, Las Vegas, NV, and Chicago, IL)

## **BCB 2019 Fall Season**

Bridge City Basketball has successfully completed their fall season. Menley Neitzel and Veronica Salisbury coached the 13U team made up of 10 athletes. Practices were held at Edge Family Fitness gym in Wilsonville, OR on Thursday nights. Skills trainings were also held at Edge Family Fitness but on Tuesday nights. Jasmine Miller and Shelby Snook, two former Western Oregon University athletes and trainers, conducted the skills trainings and were compensated for their time. Strength trainings were held on Saturday afternoons. Marissa Hayes at ADAPT Fitness in Beaverton conducted the strength training and was compensated for her time. Games were played on Sundays through the local Hoopsource LLC Fall League. Bridge City also traveled to Sunnyside, Washington for one out-of-state tournament.

## **BCB 2019-2020 Winter Season**

Bridge City Basketball is currently in their winter season. Menley Neitzel and Veronica Salisbury are still coaching the 13U team and practices are held at Edge Family Fitness gym in Wilsonville, OR. Marissa Hayes at ADAPT Fitness is still conducting strength training for the team. DJ Shaw and Laurie Vizzini have replaced Jasmine Miller and Shelby Snook for the winter season skills trainings. Bridge City Basketball has created contracts with both of these trainers to compensate them for their time.

### **Athlete Fees and Finances**

Bridge City Basketball is funded through athlete fees. The yearly fee for the 2019-2020 season is \$2,400 per athlete.

This fee covers:

- Yearlong gym rental
- Tournament fees
- Hoopsource LLC league fees
- Skills trainer salaries
- Strength trainer salary
- Coaching salaries
- Game uniforms and practice reversibles
- Insurance coverage
- Team equipment

Travel fees are a separate fee that will cover:

- Flights
- Lodging (Hotel or Airbnb)
- Rental van
- Fuel
- Meals

### **Comparison to Similar Organizations**

There are other organizations in the area that provide similar services, but at a much higher cost to the athlete and family. For example, it costs \$5,000 to play year-round basketball for FAST Nike Team NW in addition to paying for travel fees. The Northwest Stars charge \$10,000 for an athlete to play year-round basketball. The Flames program costs \$2,500 for only 9 weeks of spring trainings and practices and 3 tournaments. The reduced cost of Bridge City Basketball, at \$2,400 for year-round basketball games, practices, and trainings, makes it an affordable option for local athletes that may not be able to afford to play without this organization.

### **Fundraising Opportunities**

BCB is committed to providing athletes and their families with opportunities to fundraise for their season fees. It is this philosophy of Bridge City Basketball that athletes should be responsible for working and fundraising to pay for as much of their fees as possible. This is

communicated to athletes and families throughout the season and is way Bridge City Basketball differentiates itself from other clubs. We do not want finances to be an obstacle for athletes to have access to a high-quality year-round basketball program.

A brief description of each fundraising opportunity provided is can be found below:

Cherryfest NW: Athletes volunteer their time to work as event staff at the Cherryfest NW festival in Salem, OR. Athlete responsibilities include wiping down tables, picking up trash, and general event maintenance. After the event, Cherryfest NW donates to Bridge City Basketball and the funds are divided into player accounts based on the proportion of hours they worked.

Hoopla 3 on 3 Tournament: Athletes volunteer their time at Salem's 3 on 3 tournament as scorekeepers, timekeepers, and championship liaisons. In turn, Hoopla donates to Bridge City Basketball. The funds are divided into player accounts based on the proportion of hours they worked.

Clackamas County Fair: Athletes volunteer their time at the Clackamas County Fair cleaning bathrooms and picking up trash. In turn, VenueSmart donates to Bridge City Basketball. The funds are divided into player accounts based on the proportion of hours they worked for the team.

High-Volume Bottle Drop Fundraiser: Athletes facilitate a can and bottle drive in the Wilsonville neighborhoods. Businesses and community members donate their cans and bottles to the program. The athletes sort the cans and bottles by material (plastic, aluminum, glass) and take to the Bottle Drop high-volume distribution center. A check is provided to Bridge City Basketball which is divided into player accounts based on the proportion of hours they worked.

Bottle Drop Give Fundraiser: Athletes are given blue Bottle Drop Give bags to fill with cans and bottles and drop off at any redemption center. The barcode on each bag is associated with a specific athlete and the funds are credited towards their season fees.

Papa Murphy's Fundraiser: Athletes have the opportunity to sell coupon cards. The proceeds go towards paying for their season fees.

Al's Garden Poinsettia Fundraiser: Athletes have the opportunity to sell poinsettias. The proceeds go towards paying for their season fees.

Willamette Valley Pies Fundraiser: Athletes have the opportunity to sell pies. The proceeds go towards paying their season fees.

Sponsorship Program: BCB asks businesses to make donations to help cover program costs.

## **Coaching Expectations and Education**

The coaching staff with Bridge City Basketball is expected to be great leaders and role models for young athletes. Every coach will be background checked before joining BCB. In addition, coaches are expected to participate in continuing education and professional development every year through coaching clinics and conferences such as: Key5 Coaching, Point Guard College, or other college or university camps. The coaching staff will be receive a 360 review evaluation at the conclusion of the year to receive feedback and continue to grow.

## **Furthering the Nonprofit's Exempt Purposes**

Bridge City Basketball is organized exclusively for public, charitable, and/or educational purposes under section 501(c)(3) of the Internal Revenue Code.

## **Growth and Expansion Plans**

Bridge City Basketball currently allows athletes that are not on the 13U girls team to join the team for skills training and strength training. This has helped spread awareness about BCB to the public. Many athletes and families have requested that BCB expands to a 18U girls team, 14U boys team, and more. After finishing the first season, BCB plans to reassess the interest in additional teams, hold tryouts, and hire coaches as necessary.