



February 28, 2020

Alex Meyerhoff
Scott Schafer
City of Yakima
129 N. 2nd Street
Yakima, WA 98901

Dear Alex and Scott:

I recently assumed the position of Executive Director for Sozo Sports of Central Washington and can't believe the potential for local sports. Before jumping in I have been reviewing 2019 and looking ahead to 2020. It seemed like the right time to share what I discovered with you and others at the city of Yakima. First, let's look back at 2019.

2019 Key Events and Projects

- SOZO hosted the Yak Attack soccer tournament for two weekends with over 200 youth league teams and over 100 Adult league teams
- Yakima Youth Soccer Association (YYSA) and Crossfire soccer clubs joined the umbrella of SOZO Sports. 680 kids played in the YYSA Spring and Fall Recreation Leagues and close to 200 participated in the Crossfire Premier League.
- A big THANK YOU to the City of Yakima for completing the first phase of road construction. The wonderful new roadway on 36th Avenue and Sorenson, with lighting has made a big difference!
- SOZO hosts two annual Lacrosse tournaments and they have each grown more than 35% since 2017
- Wilson, Franklin, Lewis & Clark, and Washington Middle Schools are playing games on Sozo fields four days a week in the fall

- SOZO offers public "free play" from 8am-2pm Monday through Friday. In 2019 859 visitors took advantage of this opportunity on the Sozo fields compared to 657 in 2018.

2019 Sozo Statistics

Games Played:	400	127 more than 2018
Practice Hours:	800	82 more than 2018
Tournaments:	6	2 more than 2018
Participants:	12,205	4,015 more than 2018
Parents and Visitors:	81,000	27,000 more than 2018.
Hotel Room Nights:		Up over 50% from 2018!

To support the maintenance of Sozo Sports and keep field rental affordable for local teams two fundraisers are held each year. The February Crab Feed and August "Spirit of Sozo" events have sold out attendance. Sozo is fortunate to have such strong support from local community members and sponsors!

Now let's look ahead to 2020. We have many new events planned as we grow the Sozo Sports Complex.

NEW Partnerships and Park Improvements

- SOZO Sports is now home to The First Tee of Yakima's youth program. The golfing facility will be up and running in the Spring.
- SOZO is working with the YMCA on capital improvements to the new park at the corner of Spring Creek Road and 36th Avenue. 31 acres will be transformed with a natural setting walking path to open Fall 2020.
- Plans to complete the sewer and water loop systems through the entire 118 acres of the SOZO Complex are in design, and construction will start later this year
- Watch for new paving, fencing, and the long-awaited SOZO Clock Tower in Summer 2020
- SOZO has partnered with "Kids in the Game" to provide grant funds for young athletes in need of assistance, beginning with spring soccer sign-ups!

2020 NEW Tournaments and Events

Club Santos Laguna Clinic - February 29

Coaches representing the Club Santos Laguna Academy in Mexico are offering a once-in-a-lifetime experience at SOZO! Anyone in the area can register for this clinic.

5K Insane Inflatable Run - May

This event has "blown-up" over social media. Runners will navigate through this fun-filled INSANE INFLATABLE 5K course!

Northwest Rugby – June

SOZO Mid-Summer Soccer Festival June 12-14

A new Festival and Tournament for both Youth and Adults. This tournament is destined to draw many out of town teams to our Valley!

3v3 Live National Soccer Tour – July 11

Flag Football Tournament in August 2020

SOZO/Washington Youth Soccer End-of-Summer Tournament – Fall 2020

FIELD HOUSE Event Rental

SOZO's 13,500sf Field House is available for events in addition to sport court rentals. 17 Quinceaneras, Wedding Receptions, and Family Celebrations have already been booked! Our goal for 2020 is 30 indoor events.

All of us at SOZO Sports are extremely excited as we move into 2020. Field House rental is creating new revenue for us, as well as hosting community outdoor events. And we expect to more than double tournament participation over 2019. This growth in new and returning events will benefit both SOZO and Yakima businesses with room nights and other local spending. In order to keep the city informed we will start send a quarterly update. So, stay tuned for more Good News from SOZO Sports!

Thank you for your continued support, and please contact me with any questions.

Sincerely,

Greg Lybeck
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