

# Overview:

## Downtown Durham Athletic Association

c/o 345 West Main, Ste. 201

Durham, NC 27701

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# Introduction

- Downtown Durham Athletic Association (DDAA) is a tax-exempt, non-profit organization, founded in 2005.
- Our objective is simple: to leverage the growing energies of Durham toward the collective good and betterment of area youth and adults.

## Introduction (cont.)

- The heart and soul of our organization is entirely and absolutely built upon *inclusion*: we eagerly accept and encourage involvement equally across economic, ethnic, social, and religious backgrounds and persuasions.
- Though our name implies a downtown theme, the organization in no way restricts itself to serving only the downtown area(s). Our focus is Durham-wide.

# Mission

- Offer sporting, mentoring, and organization in support of boy's and girl's (ages 5-12) area athletic programs;
- Offer sporting, networking, and organization in support of adult area athletic programs;

## Mission (cont.)

- Strive to provide opportunities for personal growth and development of athletes while also reinforcing positive influences, self-confidence, self-esteem and the ability to excel in sports and in life; and
- Facilitate professional networking for men and women through sponsored periodic speaking and awards (i.e., luncheon) programs.

# Organization

- Legally recognized non-profit corporation, registered in the State of North Carolina.
- Chairman of the Board: Mr. Shawn Lipscomb.
- Executive Director: Dr. Matthew Heric.
- Both Messrs. Lipscomb and Heric bring considerable past experience in mentoring, business, sporting, and organization building.

# Commitment to Durham

- DDAA founders are Durham residents.
- Fully committed to the City-County and understand that part of what makes a community thrive is the collective positive involvement of its citizenry.
- DDAA is humanistic: we are providing mentoring programs for Durham youth.
  - Stresses commitment, work ethic, trust, honesty, and respect.
  - Provides parents, educators, and other similar leaders another avenue for constructive support.
- We view other area programs as complimentary, not competitive.

# Finances

- DDAA intends to be largely financially self-sufficient.
- Funds will be developed from participant fees, team fundraising initiatives, and money from team sponsorship(s).
- We are not *dependent* upon grants, stipends, or other similar support for operations. (Though we welcome support nonetheless.)
- We are diligently aware of the merits of cost-sensitive operations.

# Operations

- Youth Sports:
  - Fall
    - Boy's football (league = Central Piedmont Youth Football League): Flag, 5-6 years; Contact, 7-8, 9-10, and 11-12 years
  - Spring
    - Boy's lacrosse (league = Triangle Youth Lacrosse League): Contact, 7-8 and 9-10 years
    - Boy's soccer (League = DPR): 5-6, 7-8, 9-10, and 11-12 years
    - Girl's soccer (league = DPR): 5-6, 7-8, 9-10, and 11-12 years
    - Girl's field hockey (league = TBD): 9-10 and 11-12 years

# Operations (cont.)

- Adult Sports:
  - Fall
    - Men's football
  - Spring
    - Men's lacrosse, men's soccer, and women's soccer
  - Possible other sports
    - Men's rugby, men's softball, women's softball, women's field hockey, kickball, Frisbee "golf"

# Operations (cont.)

- Quarterly Luncheon Series
  - DDAA believes in the benefits and merits of having adults gather to network, etc.
  - To promote this, DDAA will offer a quarterly luncheon series centered upon the collective themes of community unity and topics on all-things-sports.
  - These professional-attire luncheons will serve many roles with DDAA, but primary among them is the advancement of our overall organizational mission to enhance the Durham citizen experience.
  - Luncheons include Durham award(s) series.

# Summary

- DDAA is dedicated to educate and motivate each member while encouraging teamwork, sportsmanship and fun through the spirit of sport.
- With the support of the local community, DDAA will strive to promote the fullest possible participation of the Durham community in its athletic events and programs.
- DDAA will work closely with complementary athletic initiatives and will strive to expand participation and continue broadening the venue to mirror the revitalization initiatives presently underway in Durham.