

STRATEGIC APPROACH

Utilize the program's legacy and notoriety to create a "Player Centric" philosophy and remove core barriers to participation

Employ an inclusive "Player Centric" philosophy in all aspects of the Little League program, including strategic planning, decision-making, programming, resource allocation, and customer service tactics

1. Ensure more access to the program (boundaries, financial hardship, underserved families, life circumstances affecting the traditional "family")
2. Focus on creating, defining and fulfilling the Little League experience (Player Centric, coaching, coach education, local league culture, inclusion)
3. Adapt our philosophical approach to decision-making around institutional philosophies and approach to better attract, service, and retain players and volunteers
4. Evaluate programming, rule changes, and initiatives to ensure children will have the best possible Little League experience
5. Ensure all training initiatives for volunteers include fundamentals of the Player Centric philosophy to assist which includes social and emotional learning and positive youth development.
6. Create partnerships with organizations that provide credible information and resources to educate constituents



2021 Highlights



CC Red Shirt Path

1,2,3,4



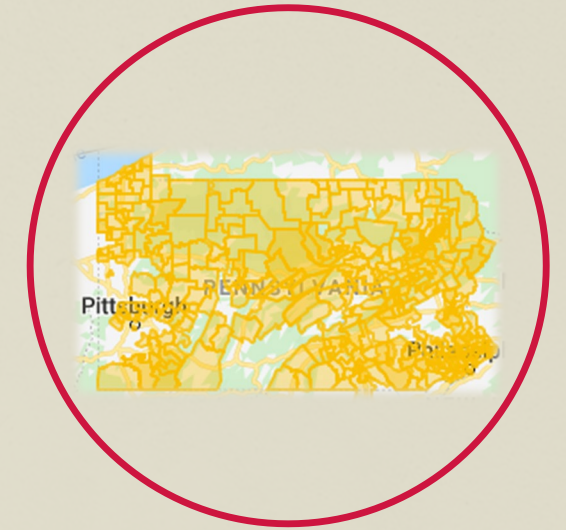
T-Mobile/DSG Grants

1,2



Recruitment/Development

1,3,4



League Boundaries

1,2,3



Technology/Customer Service

2, 3



Player Experience

2,3,4,5,6



SEL/PYD Coaching Education

2,3,4,5,6

WHAT'S AHEAD—2022 AND BEYOND

- **Continue to evolve the definition of boundaries and community**
- **Evaluate our teenage divisions to ensure we are meeting the needs of today's participants with our structure and offerings**
- **Audit our current volunteer structure, focusing on the District level**
- **Female participant/volunteer inclusion**
- **Continue brand awareness efforts**
- **2022 World Series Expansion: Opportunities for growth in expansion areas**
- **Analyze data and industry trends to better understand today's parents/kids**





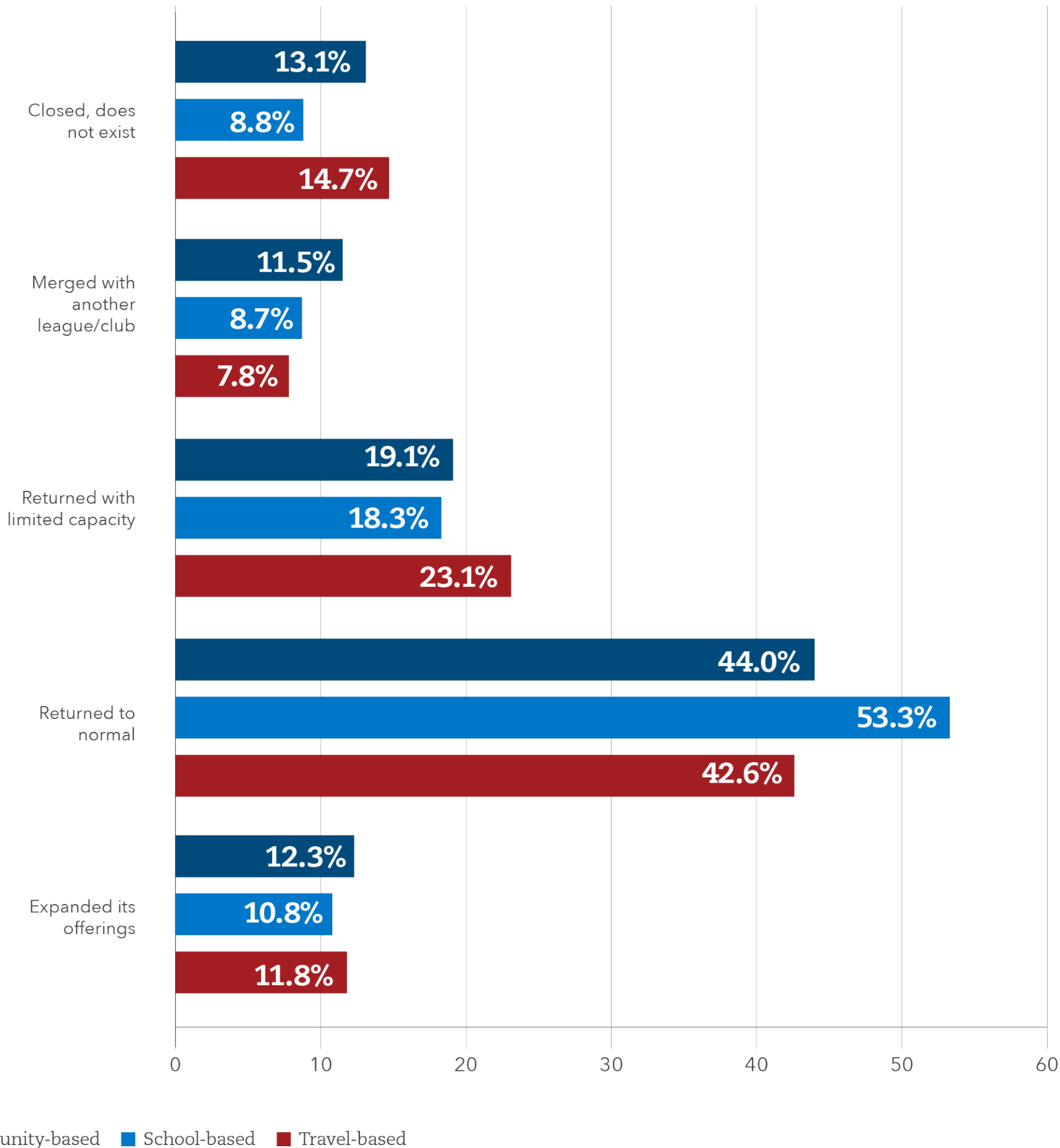
THE YARDS OF CAMERON



Pandemic Impact on Youth Sports Programs

Percentage of programs that have:

Kids have fewer options than before...

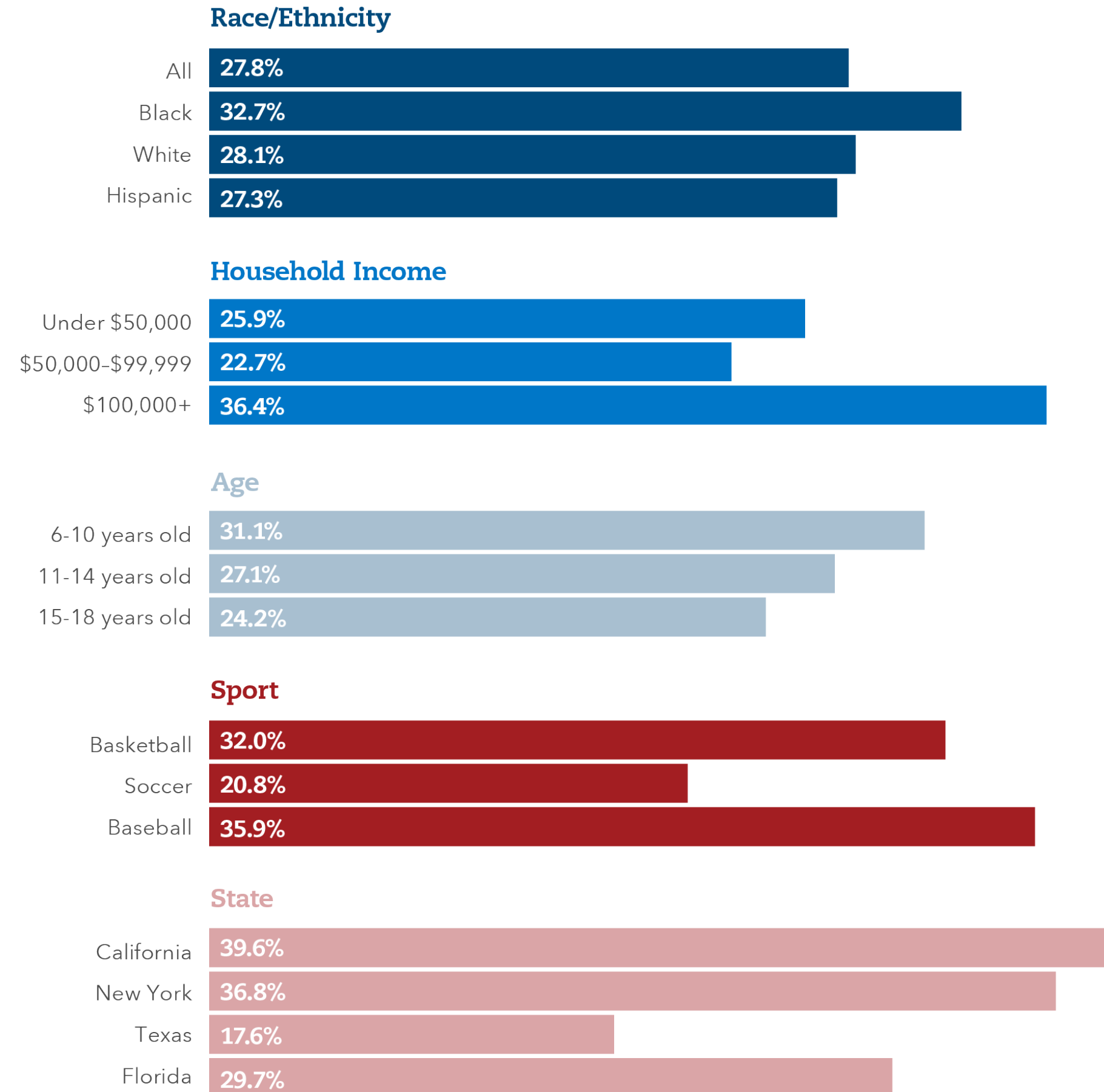


Source: Aspen Institute/Utah State University parent survey, September 2021

...and many are losing interest...

Youth Who Have Lost Interest in Sports

Percentage of parents whose child played organized sports before COVID-19 who say their child has since lost interest

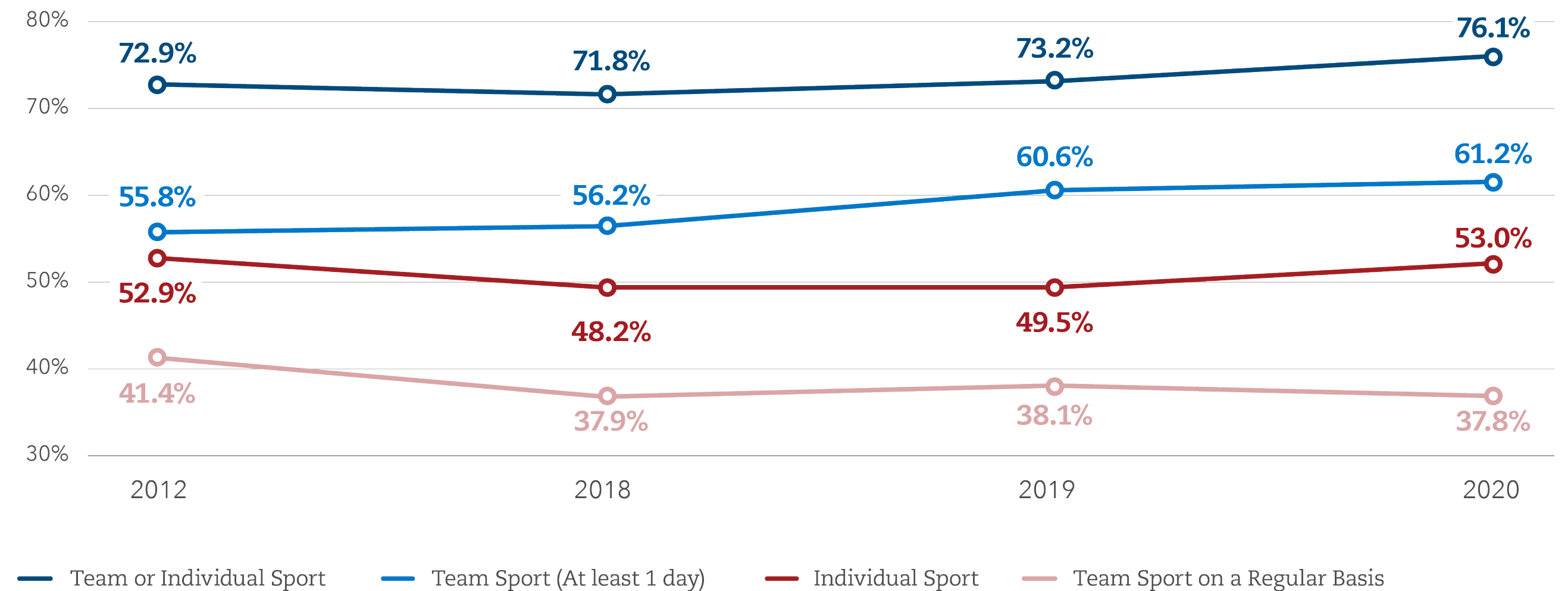


Source: Aspen Institute/Utah State University parent survey, September 2021
Note: Smaller sample sizes prevented analysis of additional races/ethnicities, sports and states.

...but overall participation is going still up

Total Sport Participation Rates

Percentage of children ages 6-12



Source: Sports & Fitness Industry Association, 2020

Team sports include: baseball, basketball, cheerleading, field hockey, football (flag, touch, tackle), gymnastics, ice hockey, paintball, roller hockey, rugby, soccer (indoor, outdoor), softball (slow-pitch, fast-pitch), swimming on a team, track and field, Ultimate frisbee, volleyball (court, grass, sand), and wrestling.

Individual sports include: tennis, golf, martial arts, roller skating, skateboarding, running, and cycling (road, BMX, mountain bike).

A participant is anyone who played a sport at least one day during the year, in any form, and either organized, unorganized or unstructured.











In most years, a "core" participant includes a level of organized play. That was not necessarily true in 2020, when a "core" participant was more likely to play informally due to COVID-19 restrictions.

Read the full report at as.pn/sop2021

...and kids tried lots of new things

Top Sports/Activities Sampled Since Start of Pandemic

Youth who tried for the first time

	Basketball	20.9%		Walking for Exercise	9.6%
	Baseball	16.1%		Dance	9.3%
	Bicycling	11.9%		Badminton	8.2%
	Swimming	10.5%		Flag Football	8.2%
	Soccer	10.0%		Bowling	7.2%

Source: Aspen Institute/Utah State youth sports parent survey, September 2021