Overview

GCSC’s Youth Education through Sports (YES) Program, presented by The Sherwin-Williams Company and The MetroHealth System, provides Northeast Ohio's under resourced youth with experiences that illustrate how sports empower and prepare people for success in life.

Greater Cleveland Sports Commission has a robust history of developing community impact programs to maximize the benefit of hosting amateur and collegiate sporting events in Cleveland. Over 17,850 Cleveland residents have participated in such programs since GCSC was re-founded in 2000. 1,862 of these residents have participated in 37 YES Program specifically. Funding for these programs comes from a variety of sources, including grants from the City of Cleveland, private foundations, and corporate donations.

The YES Program has three goals:
- to provide children with an opportunity for physical activity,
- to allow access to unique experiences,
- and to offer health and wellness education.

Children from the City of Cleveland’s 21 Recreation Centers are the primary beneficiaries of YES programming, and participation is by invitation only.

GCSC’s intention is to make the YES Program an annual activity for local youth, as long as funding to cover program expenses can be secured.

For more information, please contact Becky Griesmer, Programming and Event Manager at 216-479-6226 or rgriesmer@clevelandsports.org
Why Develop Programming?

Per our strategic plan, the guidelines for taking on programmatic deliverables include:

- Is part of a larger event that is being brought to Northeast Ohio
- Helps to “sell” those making site selection decisions
- Presents fundraising opportunities with a different set of contributors/sponsors (foundations, city, corporate, etc.)
- Enhances GCSC-hosted events
- Provides hands-on opportunities for involvement and engagement (Associate Board, community partners, etc.)
- Infuses resources into the community
- Produces earned media and draws attention to GCSC
- Creates beneficial connections for GCSC
Basketball Clinic with the Cleveland Cavaliers

- Date: Saturday, January 29th
- Time: 11:00 a.m. – 1:00 p.m.
- Location: Frederick Douglass Recreation Center
- Participants: 90 youth from City of Cleveland Recreation Centers
- Program included:
  - On-court basketball clinic led by coaches from the Cleveland Cavaliers’ Cavs Academy, featuring 1 hour of skills, drills, and games
  - Team building activities highlighting the importance of communication and teamwork
  - Educational health and wellness activities focused on nutrition and hydration
  - Appearance by Cleveland Cavaliers’ mascot, Sir CC
  - Boxed lunch
  - Giveaway items for each participant, including two tickets to a Cleveland Cavaliers home game, an NBA All-Star drawstring bag, and basketball-themed stress balls, sweatbands, activity pages, pens, and stickers

Photos: Cleveland Cavaliers
USA Artistic Swimming Junior & Senior Championships Clinic

- Date: Saturday, April 9th
- Time: 1:00 – 4:00 p.m.
- Location: SPIRE Institute
- Participants: 25 children from City of Cleveland Recreation Centers
- Program included:
  - Fitness activities led by SPIRE Performance Center staff, including strength, agility, and speed exercises that are beneficial for swimmers
  - Health and wellness games focused on sport safety, nutrition, and hydration
  - Opportunity to meet athletes from an artistic swimming team and talk with them while watching competition
  - Lunch from SPIRE Fuel
  - Swimming-themed activity pages and crayons
USA Artistic Swimming Junior & Senior Championships Clinic

Photos: Shane Hesson, Timeless Photography
NCAA DIII Men’s and Women’s Outdoor Track & Field Championships Clinic

- Date: Saturday, May 28th
- Time: 12:00 – 3:00 p.m.
- Location: SPIRE Institute
- Participants: 20 children from City of Cleveland Recreation Centers
- Program included:
  - Fitness activities led by SPIRE Performance Center staff, including speed, strength, and agility exercises used with track & field athletes
  - Health and wellness games focused on hydration and running
  - Opportunity to watch the final day of competition
  - Snack bags
  - Giveaway items for each participant, including a Cleveland-themed drawstring bag, Cleveland-themed water bottle, NCAA t-shirt and pin, activity pages and crayons, and more

Photos: Shane Hesson, Timeless Photography
NCAA DIII Men’s & Women’s Outdoor Track & Field Championships Clinic

Photos: Shane Hesson, Timeless Photography
High School Career Exploration Program

- Date: Wednesday, June 15th – Saturday, July 16th
- Time: 4:30 – 7:00 p.m. on Wednesdays
- Location: Cudell Recreation Center
- Participants: 15 high school students, ages 14-18, from City of Cleveland Recreation Centers
- Program included:
  - Introductions to different parts of the sports industry, including marketing and communications, sales and sponsorship, event and facility operations, and recreation and community programming
  - Hands-on activities highlighting what a variety of sports careers look like on a day-to-day basis
  - A case study about hosting a major national sporting event
  - Conversations with local sports professionals, who shared their unique career journey, answered questions, and offered advice
  - Professional development lessons about transferrable skills, including goal setting, leadership, communication, networking, teamwork, gratitude, and paying it forward
  - An individual interest assessment designed to identify jobs or career paths that matched each participant’s skills and interests
  - Resources for continued career exploration after the program
  - Dinner and snacks
High School Career Exploration Program

- Program included (continued):
  - A fieldtrip to Rocket Mortgage FieldHouse, featuring:
    - A venue tour highlighting the people and jobs that impact different areas of a professional sports facility
    - Speed networking with staff from the Cleveland Cavaliers and Cleveland Monsters
    - Giveaway bags with Cavs and Monsters gear
  - A fieldtrip to Edgewater Park and Beach for Cleveland Beach Rugby 2022, featuring:
    - A behind-the-scenes look at a live sports event and the work that goes into each element that people see and experience
    - A guided tour with sports professionals who planned and executed the event
    - Networking while watching competition
    - Giveaway items, including a water bottle and 2 tickets to a Cleveland Guardians game for each participant
Tennis in the Land WTA 250 Clinic

- Date: Saturday, August 27th
- Time: 12:00 – 3:00 p.m.
- Location: Jacobs Pavilion at Nautica
- Participants: 15 children from City of Cleveland Recreation Centers
- Program included:
  - Tennis clinic led by Advantage Cleveland: Tennis & Education coaches, including hitting drills, serving instruction, and doubles play
  - Health and wellness activities led by Cleveland Water staff, including educational games focused on proper hydration
  - Opportunity to watch the Tennis in the Land singles championship match
  - Time to explore the event’s fan fest
  - Lunch
  - Giveaways items, including a reusable bag and water bottle

Photos: Brigid Gallagher Photography
Special thanks to:
YOUTH EDUCATION THROUGH SPORTS
2022 RECAP