



Photo: Wil Lindsey

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 18,000 Cleveland residents have participated in such programs since GCSC was re-founded in 2000. Of these residents, 2,020 have participated in 41 YES Programs 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@clevelandports.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

NIKE NORTH COAST CUP – VOLLEYBALL & LIFE SKILLS CLINIC

- Date: February 17, 2023
- Time: 5:00 – 7:00 p.m.
- Location: Michael Zone Recreation Center
- Participants: 50 youth from City of Cleveland Recreation Centers
- Program included:
 - On-court volleyball clinic led by local youth coaches, featuring 1 hour of skills, drills, and games
 - Sportsmanship and leadership activities led by Positive Coaching Alliance, highlighting the importance of improving and respecting oneself, one's teammates, and the game as a whole
 - Dinner
 - Giveaway items for each participant, including Cleveland-themed water bottles, volleyball stress balls, snacks, and more





Photos: Wil Lindsey (@vividcle)

VOLLEYBALL & LIFE SKILLS CLINIC

DRU JOYCE CLASSIC – BASKETBALL & LIFE SKILLS CLINIC

- Date: April 15, 2023
- Time: 11:00 a.m. – 1:00 p.m.
- Location: Fredrick Douglass Recreation Center
- Participants: 40 youth from City of Cleveland Recreation Centers
- Program included:
 - On-court basketball clinic led by local youth coaches, 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
 - Boxed lunch
 - Giveaway items for each participant, including the choices of Cleveland-themed drawstring bags, pennants, flags, and water bottles, along with basketball-themed stress balls, bracelets, sweatbands, activity pages, crayons, and stickers





BASKETBALL & LIFE SKILLS CLINIC

HIGH SCHOOL CAREER EXPLORATION PROGRAM

- Date: Wednesday, June 14th – Saturday, July 15th
- Time: 4:00 – 6:30 p.m. on Wednesdays
- Location: Cudell Recreation Center
- Participants: 18 youth from City of Cleveland Recreation Centers
- Program included:
 - Introductions to different career paths in 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, communication, networking, leadership, teamwork, gratitude, and paying it forward
 - Opportunities to assess personal interests and identify jobs or career paths that matched those interests



YOUTH EDUCATION through SPORTS

- Program included (continued):
 - Resources for continued career exploration after the program
 - Dinner and snacks at each session
 - A fieldtrip to Cleveland Browns Stadium, 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 Browns
 - Giveaway bags with Browns gear and other items
 - A fieldtrip to Edgewater Park and Beach for Cleveland Beach Rugby 2023, 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 2 tickets to a Cleveland Guardians game for each participant





HIGH SCHOOL CAREER EXPLORATION PROGRAM

SUMMER GOLF CLASSIC – GOLF & LIFE SKILLS CLINIC

- Date: Monday, August 7th
- Time: 10:30 a.m. – 1:30 p.m.
- Location: Sleepy Hollow Golf Course
- Participants: 40 youth and 10 instructors from City of Cleveland Recreation Centers
- Program included:
 - On-course golf clinic led by local coaches from First Tee – Cleveland, featuring 90 minutes of instruction on the driving range and putting green
 - Additional health & wellness and team building activities highlighting the importance of collaboration
 - Lunch
 - Giveaway items for each participant, including a Cleveland-themed water bottle, sunglasses, activity pages, and tee-shaped crayons



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GOLF & LIFE SKILLS CLINIC

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