

Date: March 5, 2007  
To: CSA Members and Cheyenne Sting Members  
Fr: CSA Board of Directors and Cheyenne Sting Board of Directors  
RE: Possible CSA and Sting Merger

This memorandum addressed to the membership of both clubs outlines a proposed merger of the Cheyenne Soccer Association and the Cheyenne Sting Soccer Club.

## **GOALS**

CSA and STING are considering merging to form the Cheyenne Soccer Club. CSA and STING are considering a merger to benefit youth soccer players of Cheyenne. Both Clubs believe a more coordinated and organized single soccer club in Cheyenne will benefit both recreational and competitive soccer in Cheyenne. The new Cheyenne Soccer Club will offer a comprehensive program for all levels of competition for players of all calibers from 4 to adult age. The Cheyenne Soccer Club will start with over 1800 participants, making it by far the largest youth sporting association in Wyoming and one of the largest in the region. The expectation is that the new club will be able to grow even stronger and larger in the years to come with expanded exposure in the community.

Both the CSA and STING Boards support the merger of the two clubs for the benefit of the participants of both clubs. Mutual goals include: 1) teaching sportsmanship to all parents, coaches and players, 2) continuing to grow the sport of soccer in Cheyenne, 3) providing affordable soccer choices to all players in Cheyenne, 4) providing more opportunities for players of all desires, skills and abilities, and 5) providing better training opportunities for player and coaching development. The new Club will continue to provide recreational soccer opportunities at low cost and, at the same time, provide competitive soccer opportunities for those players that desire to move on.

## **ADVANTAGES OF MERGER**

**Better coordination with the city over field development, field use.** The CSA and Sting worked together recently to develop new fields at North Park. However, the potential sale of Cahill Park, city recommended user fees, and other activities requires a strong and unified soccer voice in our committee.

**Better training of coaches and players at the recreational and competitive level.** This has been identified by both clubs as a deficiency in their respective programs. The new club, through better coordination, communication and combined coaching expertise and experience, should be able to offer better training opportunities.

**Reduced overhead by eliminating or reducing tasks that are now duplicative.** Areas include administrative costs, scheduling, sponsorship, referee assigning, club coaching, equipment and maintenance costs.

**Expand the volunteer base.** Both organizations rely heavily on volunteers to complete the tasks. A larger volunteer base and reduction in duplication should strengthen the new clubs ability to get tasks accomplished

**More exposure in the local media.** Both clubs have been working on getting more exposure in the local papers and other media outlets. Working together, the new Club should be able to expand these efforts, a key component to continued growth of the soccer in Cheyenne.

**More coordinated fundraising and sponsorship activities.** Both clubs rely on sponsorship and fundraising to keeps costs of participation affordable while providing quality programs. Both clubs have recently expanded their efforts in this area, and believe a more coordinated effort should allow even more opportunities for fundraising and increased sponsorship.

**Key Assumptions to Making Merger Work:** There are two primary assumptions both CSA and STING have agreed upon. The first is that the competitive, adult and recreational programs will be independently financially solvent, and the budgets and the accounting system will be set up to monitor and document this. Secondly, the composition of the board will be reasonably reflective of the relative size of the recreational, competitive, and adult programs. The exact numbers representing each of the programs are a decision that needs to be made.

## **PROGRESS AND TIMELINE**

Both clubs plan on making a good faith effort to meet the following general timelines. A committee of 6 was formed this past fall (3 reps from each club) to develop the merger plans and serve as the board liaisons for communicating progress. The committee met in January and agreed to develop this letter of understanding to circulate to each club's board. The following is a tentative timeline for completing the merger, assuming key issues can be resolved.

March 2007

- Boards discuss this letter of understanding

April 2007

- Notification to membership of the proposed merger including a public meeting to solicit feedback and public input from the members of each organization
- Development of a transition plan, including board membership criteria and composition of boards

May/June 2007

- Discuss and vote on transition plan
- Develop draft by-laws

July/August 2007

- Finalize By-laws for the new club

January 2008

- Merge or consolidate existing CSA and STING non-profit corporations in accordance with Wyoming Statute §§ 17-19-1101 to 1117.

## **COSTS OF MERGER**

Both clubs anticipate very minimal direct costs to accomplish the merger. If any such costs are incurred, CSA and STING shall share equally the costs of completing these efforts.

## **MEMBERSHIP INPUT**

Both clubs are asking for input from their respective membership on the possible merger. A public meeting will be held on April 26, 2007 to discuss the possible merger and to solicit comments from the membership of both organizations. In addition, both clubs welcome written comments and suggestions on this possible merger. Close of the comment period will be May 4<sup>th</sup>. Comments can be emailed to [admin@cheyennesoccer.com](mailto:admin@cheyennesoccer.com) or mailed to:

CSA  
P.O. Box 2774  
Cheyenne, WY 82003