AMENITY ATHLETICS

THE LEAGUE THAT YOU CAN WALK TO



Soccer is over. It's time for Football!

Amenity Athletics is grateful for the fantastic Fall Youth Soccer season we just finished the weekend of November 14th. We had over 600 participants this season and are happy to say we had a safe and successful series of 8 games for every team this season.

The staff at Amenity Athletics is thrilled to move forward into our January season of Youth Flag Football. As of November 15th we have over 130 participants signed up and are acquiring more everyday.

In this issue you will find everything you need to know about our Flag Football season including tips, exercises and more to prepare your child to have a great season. We are also happy to announce that Amenity Athletics will be starting our first season of 3 V 3 Youth Basketball in March! Please see the flyer inside for more information and stay tuned for all the details in the next issue! We are looking forward to a great 2021!





@AmenityAthleticsJax



AmenityAthletics.com

Submit all videos and photos for social media to: AmenityAthleticsPics@gmail.com



Thank you to all our sponsors for our Fall season!











Thank you to all our sponsors for our Fall season!









Survey Results

In October we gave all participants access to a survey for us to collect data to learn about how we can make improvements and better ourselves for the future. Below are the results:



How would you rate the cost per season at Amenity Athletics? (Without late fee)

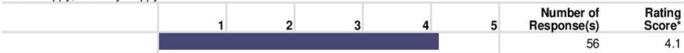
Answer	0%	100%	Number of Response(s)	Response Ratio
Cheap			0	0.0 %
Fair			21	37.5 %
Just Right	1		26	46.4 %
Too High			9	16.0 %
No Response(s)			0	0.0 %
		Totals	56	100%

How would you rate your overall experiences as a participant with Amenity Athletics?

Answer	0%	100%	Number of Response(s)	Response Ratio
Bad			0	0.0 %
Good			10	17.8 %
Great			30	53.5 %
Fantastic			16	28.5 %
No Response(s)			0	0.0 %
		Totals	56	100%

How happy are you with our Amenity Athletics referees?

1 = Unhappy, 5 = Very Happy



^{*}The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Would your child be interested in participating in an outdoor basketball league in the Winter or Spring season?

Answer	0%	1	00%	Number of Response(s)	Response Ratio
No				31	55.3 %
Yes				25	44.6 %
No Response(s)				0	0.0 %
		To	otals	56	100%

<u>Is there anything else you would like to see from Amenity Athletics in the future to improve your experience?</u>

- 1. Would have loved more advertising for Amenity Athletics in Rivertown. We are new to the area and found out about the program after the season began.
- 2. We love Amenity Athletics you all do an excellent job! We would LOVE a basketball program as I am currently looking for one for my daughter this winter. Are you able to send me more info? I would rather participate with this organization if something will be available rather than looking at other organizations. Thanks!
- 3. A second flag football season and basketball would be great.
- 4. Watch the ages of kids on each team. Mix older and younger together so a team doesn't have all young. Some coaches are too intense with their coaching during the game.
- 5. Love it they do a great job
- 6. A coaching clinic would be really helpful.

Survey Results

- 7. Add a special needs team.
- 8. Nope....we love Amenity and the memories we have made so far watching my daughters play soccer.
- 9. A sign up sheet for the coaches to coordinate when they are using the fields for practice to avoid a lot of overlap. Our childâl coach is practicing in Durbin because they were worried about field space. This is inconvenient for us to go there when field space is available here. We loveAmenity and additional flag football seasons would be good.
- 10. I like the idea of food trucks or concessions of some kind.
- 11. Competitive leagues for those with increased skill levels.
- 12. Not a fan of not using MLS rules for this league- does not set up children for their future outside of amenity athletics aka middle school and beyond.
- 13. "The parents do a great job coaching the kids, but I would prefer if there were some guidelines, or coaching tips and techniques that they could use during practice to advance their skills a bit more.
- 14. I see that the grass has been mowed since the first game. It was pretty long and patchy
- 15. I love that the coffee truck has been coming to the games!!"
- 16. Siblings at same practice location in Durbin
- 17. The fields need more work.
- 18. "Lacrosse, Baseball, Golf"
- 19. Concession stand

We value everyone's opinion and appreciate the honestly you provided through our survey. Our team will be discussing each suggestion above to determine if it is something we can implement starting in the Spring. We will keep you posted as these discussions progress.

AMENITY ATHLETICS -

Amenity Athletics will be partnering up with Rising Athletes and former NFL and Jacksonville Jaguar Running Back Jordan Todman to provide pre-season, during season, and post-season athletic training workshops for our future seasons to come! More details in the next issue!

www.rising-athletes.com



FALL PARTY PACKAGES!

FLORAL + EVENT RENTALS













MEDIUM I \$45

MEDIUM I \$50

LARGE I \$85

LARGE I \$85









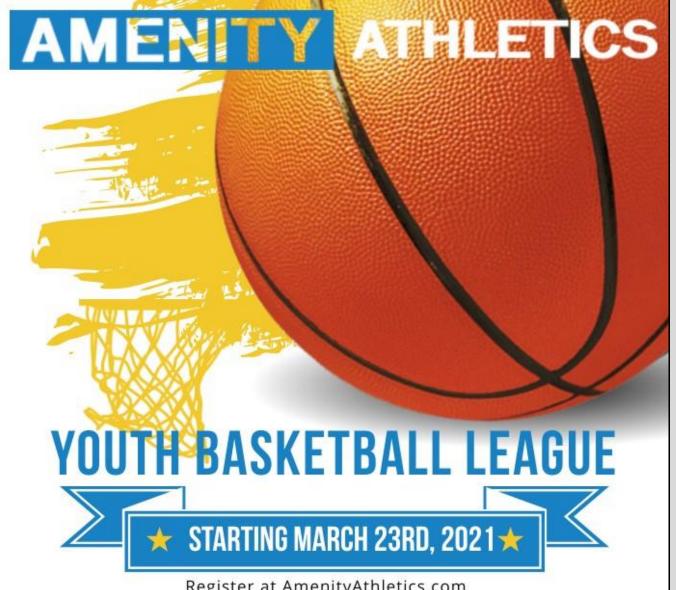
SETTING FOR 8 | \$550

- FLORAL (LARGE)
- CHAIRS
- TABLE
- CHARGER PLATES
- VOTIVE CANDLES

- LINENS
- NAPKINS
- ADDITIONAL CHAIRS + TABLES
- FESTIVAL LIGHTING
- HEATERS

RESERVE TODAY! 904.398.9971 | info@mugwumpproductions.com

Registration opens in December!



Register at AmenityAthletics.com
Divisions: 8-10 years old (co-ed)
11-12 years old (co-ed)
13-14 years old (Girls)
13-14 years old (Boys)

3 VS 3 Half Court - Maximum 6 people per team \$95.00 per child: includes jersey, shorts, and trophy

Games Outside at Bartram Springs and a second location TBD - Thursdays 3:30 PM - 7:00 PM
Practices start March 1st
Opening day March 23rd - Closing Day May 11th

AMENITY

ATHLETICS

THE LEAGUE THAT YOU CAN WALK TO

FLAGLE FOTBALL LEAGUE

FOR BOYS & GIRLS AGE 5 - 12

Games played on Saturdays! Games to be played at Bartram Springs. Additional locations to be annouced soon.

LEAGUE INFORMATION

\$95.00 per player

Registration Begins: NOW OPEN!

Registration Ends: December 19, 2020

Practice Begins: January 4, 2021

Season Games: January 23- March 6, 2021

More Info & Registration: www.AmenityAthletics.com

Amenity Flag Football Rules

- A coin toss determines first possession.
- The offensive team takes possession of the ball at its 5-yard line and has three (3) plays to cross midfield. Once a
 team crosses midfield, it has three (3) plays to score a touchdown. If the offense fails to score, the ball changes
 possession and the new offensive team takes over on its 5-yard line.
- If the offensive team fails to cross midfield, possession of the ball changes and the opposition starts its drive from its 5-yard line.
- All possession changes, except interceptions, start on the offense's 5-yard line.
- Teams change sides after the first 20 minutes, but possession does not change.
- Note: There are no kickoffs, and no blocking is allowed.

Players/Game Schedules

- All divisions will play 5v5.
- If a team only has 4 players, the format may be changed to 4v4 if both coaches agree.

Timing/Overtime

- Games are played to 40 minutes running clock except for the final 2 minutes of the second half a "pro clock" will be
 used. (The clock stops for incomplete passes, out of bounds, change of possession, extra point attempts.) The score
 has to be within 14 points for the "pro clock" to be used. No pro clock for U6 & U8 Divisions
- Each team has two time outs per game.
- If the score is tied at the end of 40 minutes, teams move directly into overtime. Flip for possession. From mid-field,
 each team has three attempts to score.
 - Extra points are attempted; after each team has had a possession in overtime only the 2 point conversion will be attempted.
 - Both teams get equal possessions; this is not sudden death.
 - There are no ties.
 - Interceptions may be returned in overtime.
 - Repeat cycle until a winner prevails.
- Each time the ball is spotted a team has 30 seconds to snap the ball.
- Officials can stop the clock at their discretion.
- No "pro clock" or over time for U6 & U8 divisions.

Scoring

- Touchdown: 6 points
- Extra point: 1 point (played from 5-yard line), 2 points (played from 12-yard line)
- Safety: 2 points
- Interceptions on extra points (returned for a touchdown): 2 points

Running

- Direct handoffs or pitches must be behind the line of scrimmage. Offense may use multiple handoffs or pitches. A
 backward pass/lateral that is dropped will be spotted where it lands with the clock NOT stopping.
- "No-running zones," located 5 yards from each end zone and 5 yards on either side of midfield, are designed to avoid short-yardage, power-running situations.
- The player who takes the handoff or pitch can throw the ball from behind the line of scrimmage.
- Once the ball has been handed off or pitched, all defensive players are eligible to rush.
- Spinning is allowed, but players cannot leave their feet to avoid a defensive player (no diving).
- The ball is spotted where the ball carrier's when the flag is pulled, not where the ball is.

Receiving

- All players are eligible to receive passes (including the quarterback if the ball has been handed off behind the line of scrimmage).
- As in the NFL, only one player is allowed in motion at a time.
- A player must have at least one foot inbound when making a reception.

Flag Football Rules

Passing

 The quarterback has a seven-second "pass clock." If a pass is not thrown within the seven seconds, play is dead, loss of down. Once the ball is handed off, the seven-second rule is no longer in effect.

Dead Balls

- The ball must be snapped between the legs, not off to one side, to start play. The only exception to the above rule is
 the U6 division and any division that has a girl as center, then the snap may be from the side.
- Substitutions may be made on any dead ball.
- Play is ruled "dead" when:
 - · Ball carrier's flag is pulled
 - Ball carrier steps out of bounds
 - Touchdown or safety is scored.
 - At the point of an interception (interception returns are allowed).
 - Ball carrier's knee hits the ground.
 - If the flag accidentally falls down then it becomes one hand tag to get the ball carrier down.

Note: There are no fumbles. The ball is spotted where the ball hits the ground.

Rushing the Quarterback

- All players who rush the QB must be a minimum of seven yards from the line of scrimmage when the ball is snapped. Any number of players can rush the quarterback. Players not rushing the quarterback may defend on the line of scrimmage.
- Once the ball is handed off, the seven-yard rule no longer is in effect and all defenders may go behind the line of scrimmage. A special marker, or the referee, will designate seven yards form the line of scrimmage. Remember, no blocking or tackling is allowed.

Sportsmanship/Roughing

If the field monitor or referee witnesses any acts of tackling, elbowing, cheap shots, blocking or any unsportsmanlike act, the game will be stopped and the player will be ejected from the game. FOUL PLAY WILL NOT BE TOLERATED. Trash talking is illegal. Officials have the right to determine offensive language. (Trash talk is talk that may be offensive to officials, opposing players, teams, or spectators.) If trash talking occurs, the referee will give one warning. If it continues, the player or players will be ejected from the game.

Note: Referees may eject a player without a warning.

Penalties

All penalties will be called by the referee. All penalties will be assessed from the line of scrimmage.

Defense

- Offsides 5 yards and automatic first down
- Interference 10 yards and automatic first down
- Illegal contact (holding, blocking, etc.) 10 yards and automatic first down
- Illegal flag pull (before receiver has ball) 10 yards and automatic first down
- Illegal rushing (starting rush from inside 7-yard marker) 10 yards and automatic first down

Offense

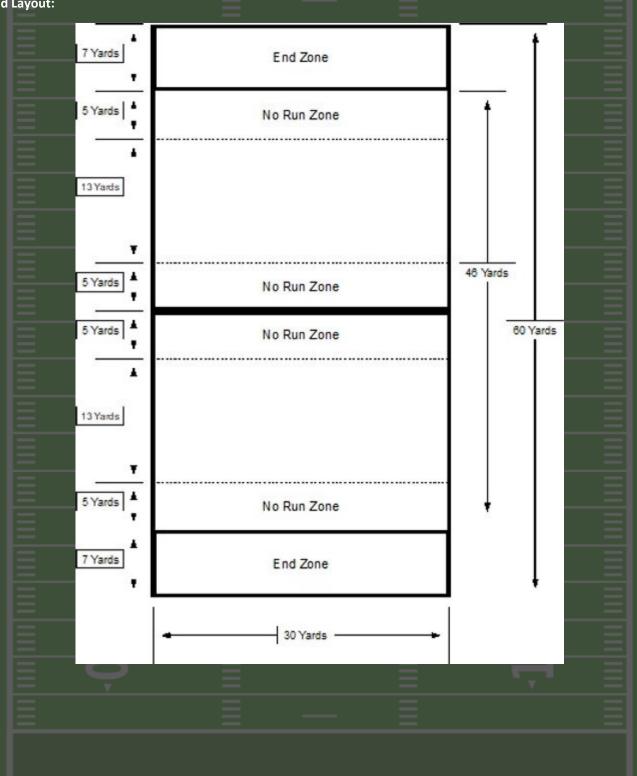
- Illegal motion (more than 1 person moving, false start, etc.) -5 yards and loss of down; (play blown dead)
- Illegal forward pass 10 yards and loss of down. (Play blown dead)
- Offensive pass interference (illegal pick play, pushing off defender) 10 yards and loss of down
- Flag guarding 10 yards and loss of down
- Delay of game 10 yards and loss of down. (Play blown dead)
 - Referees determine incidental contact that may result from normal run of play.
 - During the final 2 minutes (of the second half) a defensive penalty the clock starts when ball is set and refs are ready.
 - Games cannot end on a defensive penalty, unless the offense declines it.

Flag Football Rules

Attire

- Cleats are allowed, except for metal spikes. Inspections must be made.
- All players are required to wear a protective mouthpiece; Amenity Athletics Flag Football jerseys must be worn during play and shorts should have NO pockets.

Field Layout:



(According to NFLFLAG.com)

FOOTBALL POSITIONS CHART:

Football is the ultimate team sport. Every play is designed like a machine, with each individual doing their part to keep things running. If one person fails, the entire team could fail.

It's the same story whether you're on offense or defense. Every football position serves a purpose, especially in flag football where you'll find fewer players on the field. While tackle football consists of 11 players, NFL FLAG football teams compete 5 on 5. So, the positions in football differ depending on how many players there are.

If you're new to 5 on 5 flag football, this football positions 5 on 5 chart will help you get a better understanding of where each player starts on the line of scrimmage and what their role is on the field.



FLAG FOOTBALL POSITIONS

What are the positions in flag football? In simple terms, flag football positions are essentially the same as tackle, but without the linemen. There are five players on the field in NFL FLAG football—for both offense and defense—with assigned roles. Here's a basic overview of the football positions 5 on 5.

Football offense positions:

<u>Quarterback:</u> The quarterback receives the snap and passes the ball or hands it off (they aren't allowed to run with the ball after the snap).

Center: The center snaps the ball to the quarterback and then can run for a pass as a receiver.

<u>Wide receiver:</u> Depending on the play, some 5 on 5 teams field three receivers, or a couple receivers and a running back. The receiver runs designated routes to catch a pass (usually right and left receivers).

Running back: The running back takes a hand off and runs with the ball or throws it. They're also eligible to receive a pass.

Football defense positions:

<u>Defensive back:</u> The defensive back covers wide receivers, either man-to-man or zone.

<u>Safety:</u> The safety stands further back from the line of scrimmage and is responsible for stopping opponents who get loose.

<u>Rusher:</u> The rusher attempts to prevent the quarterback from passing the ball (must be at least seven feet off the line of scrimmage at the snap to rush the passer).

WHAT POSITION SHOULD I PLAY IN FLAG FOOTBALL?

Now that you understand the different positions in football, it's time to figure out which one is the best fit. Luckily, flag football players develop a variety of skills—no matter the football position they pick—because of the overlapping responsibilities in a given play.

For example, a center often transitions into a receiver after snapping the ball; a quarterback can run for a pass after handing off the ball; and any player is allowed to throw a forward pass. On defense, there's no tackling, so these positions in football use similar skill sets when preventing the offense from advancing.

Keep in mind, too, that there are only five players on the field at once, so each player participates on offense and defense. In other words, specialization isn't as common in flag football as it is in tackle. But if you're looking to specialize, such as a quarterback or wide receiver, then you can definitely gain valuable technical skills here.

All positions in football come with benefits—and the best part is that players don't need a specific build to succeed. Flag football is incredibly inclusive and many players of different developments find a football position where they can be competitive.

When families ask us specifically about girls flag football positions we always answer—the same as boys! Flag football is designed without contact, so that both female and male players can compete in every position. In fact, there are several flag football co-ed leagues across the country.

The bottom line is that flag football players are constantly moving and adapting their role to the play. That's why versatile, well-rounded players tend to be most successful. So no matter the football position you pick, you'll learn a variety of transferable skills.

FLAG FOOTBALL EQUIPMENT CHECKLIST

Flag football flags and belt. Players wear belts with flags that hang along their sides and opponentsmust pull the flags off of the ball-carrier's belt. Every player receives an official NFL FLAG football belt and flag football flags, either from their coach or league organizer.

<u>FLAG Team Jersey</u>: Every player also receives a team jersey upon registration.

<u>Shorts</u>: It's important to wear shorts that don't have pockets. This allows the belt and flags to be always visible, avoiding unnecessary penalties. It also is a safety precaution so that fingers don't get stuck when attempting to remove the flag.

<u>Mouthguard</u>: This is the only protective gear that players wear. We recommend having a backup pair in your bag, just in case.

Football Cleats: Metal cleats are not allowed in flag football.

<u>Football gloves (optional):</u> Some players prefer to use football gloves, which give extra grip to help control the ball. These aren't required, though.

Flag football is one of the fastest growing youth sports, currently on its way to becoming a college sanctioned sport. Tackle football fields over 1 million high school student-athletes each year. No matter which way you look at it, our love for football runs deep.

While extensive research is being conducted to better understand football safety, it's still a game that comes with many physical and emotional benefits. Need proof? Here are five great benefits for kids who play football:

- 1. <u>Health Benefits</u>: Football is a fast moving game with a lot of variety. Players run, jump, quickly change direction, and stop and start, which improves cardiovascular health. Practice drills, complex running routes and defensive techniques all encourage speed, strength, and stamina. And these activities also engage motor skills, specifically hand and eye coordination. Plus, a recent study found that playing football has positive effects on bone strength.
- 2. <u>Teamwork</u>: Youth football teaches kids accountability, leadership, and the impact of positive sportsmanship. Every position has a purpose and to execute a play successfully, each individual needs to fulfill their responsibility, while working together—a skill that's valuable both on and off the field.
- 3. <u>Discipline</u>: Learning routes, repetitive drills, and executing proper technique take a high level of discipline—and football players do it time and time again. Each practice is laying the foundation for a strong work ethic that kids will use throughout their lives. And this is one of the biggest benefits of football.
- 4. <u>Mental Toughness</u>: Sports are a great platform to build mental toughness. Whether it's making a mistake on the field or needing to comeback from a major upset, setbacks are bound to happen. And to move forward, players must learn how to persevere. Football provides a lot of opportunities to improve mental toughness, from remaining calm under pressure to focusing during chaotic situations.
- 5. <u>Socialization</u>: Football teaches kids how to effectively communicate and work well with others. After all, one player can't do everything. They rely on each other—what a better way to make long-lasting friendships? Layer this with learning to respect and receive direction from authority (aka coaches) and you have a range of socialization skills.

WHAT ARE THE BENEFITS OF PLAYING FLAG FOOTBALL?

- 1. <u>No Contact</u>: Flag football is a non-contact sport, meaning there's no tackling, diving, blocking, screening or fumbles allowed. Therefore, players aren't required to wear any heavy equipment, such as helmets and shoulder pads. This creates an approachable atmosphere where kids can learn how to play and develop their skills without the aspect of physical contact.
- 2. <u>Accessibility</u>: Flag football is an incredibly inclusive sport and opens the doors to many players, including female athletes. In fact, the National Association of Intercollegiate Athletics (NAIA) plans to launch the first college sanctioned women's flag football league in the spring of 2021.
- 3. <u>Learn the Fundamentals</u>: There's a common myth that flag football doesn't prepare kids for tackle football—and that simply isn't true. The basic fundamentals taught in flag football directly transfer to tackle, including catching, throwing, formations, routes, and defensive skills. For example, the way defensive players are required to square up their body and align their head and knees is the exact positioning needed to physically tackle an opponent.
- 4. <u>Easy Commitment</u>: With most leagues only meeting once per week, many families happily squeeze flag football into their packed schedules. Typically, teams practice for about 45 minutes before their game, and then the game itself is usually an hour or less. Of course, some high-level competitive leagues offer more playing time, if that's something you're looking for.
- 5. <u>It's Fun!</u>: Plain and simple, flag football is loads of fun. With fewer players on the field, there's more engagement and a faster speed of play. Games are quick, competitive and every drive counts, especially in tournaments. It's the version of football you loved playing in your backyard—why ever stop?

(According to NFLFLAG.com)

5 ON 5 FLAG FOOTBALL PLAYS

Traditional flag football leagues participate in 5 on 5 play. On offense, this typically consists of:

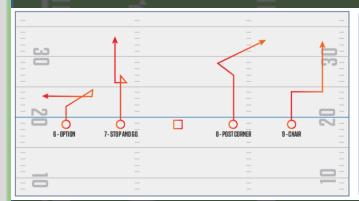
<u>One quarterback</u>: This player is given the ball at the start of the play and aims to throw the ball to an open receiver or the center. Because there are no linemen, you'll find most 5 on 5 teams use football pass plays.

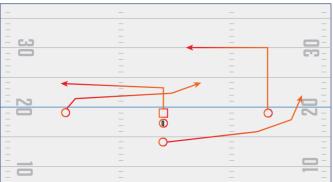
<u>One center</u>: This player hands the ball to the quarterback at the start of the play. They can then either guard the quarterback to allow more time for the quarterback to throw the ball, or release and run a route, similar to a receiver.

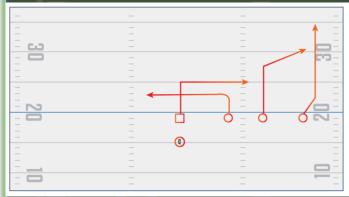
<u>Three receivers</u>: These players run designated routes to open themselves up for a pass from the quarterback.

For each offensive play, the individual players line up on the line of scrimmage. Each player then performs a running route. The combination of each of these routes make up a play. Mixing and matching the nine different route types and field positions allows for hundreds of unique plays. However, it is highly recommended that your team prepare a shortlist of preferred flag football plays ahead of the game. This will allow for quicker decisions in between downs and less confusion on the field.

Play Examples (More to come in another issue)

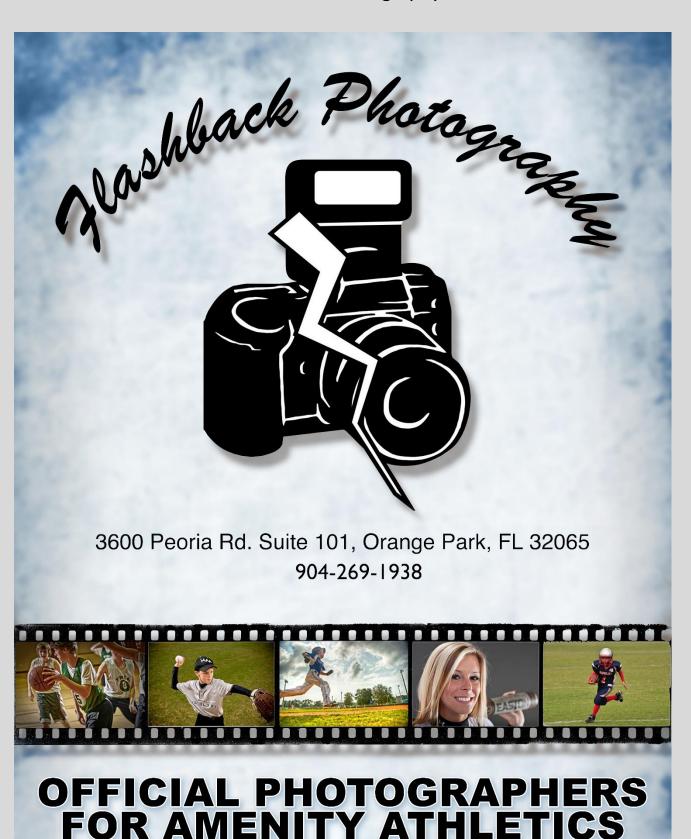








Flag Football picture day will be February 6th, 2021 at Bartram Springs by Flashback Photography.



Amenity Athletics will continue to monitor Local, State and Federal communications, guidelines, recommendations and advisories regarding the Coronavirus Disease 2019 (COVID-19).

*The below are recommended for any parent, guardian, or player participating in Amenity Athletics Recreational programs.

For Parents

- Please check your child's temperature before bringing them to a practice or to a game.
- Please adhere to social distancing during practices and games. If you feel like you cannot do so, please stay in your car.
- Sanitize or clean all of your child's clothes and equipment before and after each game and practices (cleats, ball, shin guards, etc.);
- Please wear a mask during practices or game days if social distancing is not possible.
- Please let Amenity Athletics know immediately if your child becomes ill for any reason. Please reach out to TCallahanAmenity@gmail.com
- Please provide personal sanitizer to your child for practices and games.

For Players:

- Please wash your hands before and after practices and games.
- We would like to encourage all players to wear a mask before and after practices and games.
- Please do not touch anyone else's equipment, water, snack, or bag. *Bring your own water bottle to all practices and games.
- We would like everyone to please practice social distancing when not playing or off the fields and place bags or equipment at least 6 feet apart.
- Please no group celebrations, high fives, shaking hands, hugs, etc.

For Coaches:

- Please help Amenity Athletics to ensure health and safety of the athletes.
- Please ask players how they are feeling. If someone does not look healthy please speak to their parents and see if sending them home might be the best decision.
- Please continue to follow all state and local health protocols.
- Please make sure all players have their own equipment, water bottle, shoes, etc.
- Coaches or Assistant Coaches should be the only one handling team equipment during practices and games.
- Please maintain social distance during practices and game days. If you feel you can not maintain social distancing, we suggest wearing a mask.
- Please sanitize team equipment after practices and/or game days.

COVID Update

For Spectators:

- Limit the number of spectators for your child to 2.
- Upon arrival, watch games only from the sidelines.
- Wear a mask if unable to adhere to social distancing guidelines.
- Maintain social distancing guidelines while spectating games, staying 6ft away from other spectators.
- Leave the field area as soon as the game concludes.
- We also recommend that parents or guardians bring their own seating when spectating games and avoid bleachers or public seating when possible.
- Please arrive no sooner than 15 minutes before game time and please do not remain on the field after the game.

For Referees:

- Wear a mask while at the fields, except while refereeing games.
- Ensure that no more than 2 coaches/managers are present in each team's bench area.

Player Protocols Following Confirmed or Suspected Case of Covid-19

- Inform your coach and email Tim Callahan at TCallahanAmenity@gmail.com immediately.
- Person cannot attend Amenity Athletics games or practices until:
 - 14 days have passed since symptoms first appeared OR Negative results of an FDA authorized COVID-19 test from at least two consecutive respiratory specimens collected 24 hours apart (two negative specimens).

Player / staff with confirmed COVID-19 who have not had any symptoms:

- Inform Tim Callahan at TCallahanAmenity@gmail.com immediately
- Person cannot attend games or practices until:
 - 14 days after date of their first positive COVID-19 test, assuming no symptoms since that time OR negative results of an FDA authorized COVID-19 test from at least two consecutive respiratory specimens collected 24 hours apart (two negative specimens).

Protocols Following Exposure to a Suspected or Diagnosed Case of COVID-19

- Take your temperature if symptoms develop.
- Practice social distancing. Maintain 6ft of distance from others and stay out of crowded places.
- Follow CDC guidance if symptoms develop.
- Stay at home until 14 days after your last exposure; monitor for any symptoms consistent with infection during this timeframe.
- Check temperature twice a day and stay away from people who are at higher-risk.
- If asymptomatic after 14 days since last exposure, they can return to participation.

Amenity Athletics will continue to:

- Keep up to date with Local, State, and Federal Regulations and distribute protocols accordingly.
- Communicate regularly with all coaches throughout the season in order to implement plans to notify teams of any situations where someone may have been exposed to someone who has tested positive for COVID-19.
- Educate all staff on protocols and requirements, including state and local regulations, CDC recommendations, and other necessary information.
- Ensure adequate field space for social distancing.

Sponsorships

Calling all local businesses! Amenity Athletics is now looking for businesses that would like to partner up for the upcoming 2021 seasons!

Monetary sponsors will be eligible to receive:

- Logo placement on our website
- Logo placement on player's jerseys
- Advertisements within our digital newsletter
- Tent setup on game days

We have sponsorship opportunities available at multiple levels. If your business is interested in advertising within our digital newsletter or being a partner with Amenity Athletics at any level please reach out to Solveig Hackleman at your convenience at Shackleman@vestapropertyservices.com.

AMENITY

ATHLETICS

Happy Thanksgiving from All of Us at Amenity Athletics!

