



Building Business in  
Marginalized Communities

### **Sports and Entertainment Committee [SEC]**

#### **Mission:**

We believe it's our shared responsibility to serve and support children and youth in our community with an open mind and dignified manner.

#### **Overview:**

The Sports and Entertainment Committee (SEC) is a collection of school officials, community advocates and professionals from different job sectors who come together to plan, coordinate and put together sporting events and entertainment for the community and specific target audiences. The Sports and Entertainment Committee (SEC) is a cross sector group of affiliates serving as the decision-making and accountability body on behalf of the partnership by working to:

- **Promote events that entertain youth and keep them active physically and socially.**
- **Recruit and retain youth ages 10-21 years old.**
- **Regularly outline future plans for the short, (immediate) medium (annual) and long-term engagement of youth and the community.**
- **To work with local sporting organizations to ascertain the demand for youth in sports.**
- **To optimize usage of the sports facilities within the village to generate income to help maintain and improve the existing facilities.**

Following the organizational approach, the SEC believes that to achieve successful outcomes, the entire community must work together to tackle the most pressing challenges and to take advantage of the biggest opportunities.