



BIG WALNUT HIGH SCHOOL

ATHLETIC DEPARTMENT

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September 4, 2020

To Big Walnut Community,

Welcome to the 2020-21 school year. I am proud to be the Athletic Director at Big Walnut High School. I feel fortunate to be in a position of leadership to guide our student-athletes and coaches.

Through athletics, our student-athletes are learning teamwork, leadership, and sportsmanship. These character traits play a key role in the Big Walnut Local School District Mission of "Inspiring and Guiding each student to reach their maximum potential."

Big Walnut High athletics is a key member of the Ohio Capital Conference, which has 32 teams all located in Central Ohio. The Ohio Capital Conference is one of the best conferences in the state of Ohio with multiple teams earning state championships last year. Last year, Big Walnut Athletics won the Ralph Young Award for being the BEST school in the Capital Division. This is the first time in school history we won this award. Our student-athletes will work and prepare. This is what we are known for around the league.

One of the many ongoing challenges this year is balancing the athletic budget. I take great pride in keeping an accurate budget that annually has a positive ending balance. With our current spectator attendance being limited to 15%, we are on pace to have a budget shortfall. With the loss of spring sports last year there was a loss of \$30,000 in revenue. I am projecting this shortfall for the 2020-21 school year to be around \$50,000 or greater. I have made several budget cuts to help offset the loss of revenue that will have some impact on teams but might not be visual. Other than busing and coaching supplemental costs, all other athletic-related expenses are self-supported through gate fees, pay-to-participate fees, and sponsorships. We operate just like every other high school and college; out of our 35 teams in grades 7-12, there are only a few teams that actually make a profit. The profit from those revenue-generating sports is then used to support the remaining sports who do not bring in enough revenue to offset their expense.

I am asking for our community to help support our Big Walnut athletic teams during these difficult times by making a donation. We are grateful for any donation of any amount. All donations are tax-deductible, and a receipt will be provided.

Thank you so much for your support.

Sincerely,

Brian Shelton
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"Communication, Development, Success"



