

# DYNAMIC SPORTS PERFORMANCE DSPA ACADEMY

A Board Proposal for Hernando County Schools

2027 | 2028

*Join us as we redefine what public education looks like.*

## | THE SITUATION

# Florida Families Are Leaving Traditional School Models

2019–20

~106,000 students

Trend

↑ Growing Each Year

2024–25

~155,000+ students

~46%

INCREASE IN NON-TRADITIONAL  
ENROLLMENT

## KEY MESSAGE

Families are increasingly seeking educational flexibility and customized pathways outside of traditional public education.

| EVIDENCE OF DEMAND

# The Market Already Exists

**16,800-19,800** Students in Grades 5–8 region

HCS D-7,300

CCSD-3,000-3,500

PCSD-5,500-7,000

SCSD-1,000-2,000

Source: FLDOE

**~6,000**

33% Youth sports participation rate

Sources: Hernando County AD

**~1,200**

20% of youth sport participation fall within  
Travel & Elite Youth Athletes within  
30–45 min of DSPMS

Sources: Aspen Institute's Project Play 2023

# Your Community Already Has These Families

Real programs operating within 30 miles of Brooksville, FL — these families already exist in your community:

## TRAVEL BASEBALL

### Gulf Coast Stingers

Brooksville-based non-profit travel baseball org

## BASEBALL / SOFTBALL

### HYL Brooksville Baseball & Softball

50+ year staple of Hernando County youth sports

## CLUB VOLLEYBALL

### Hernando Elite Volleyball Club (HEVC)

Spring Hill — indoor & beach travel volleyball

## SPEED & AGILITY

### Velocity X Sports Academy

Spring Hill — soccer & baseball training, speed & agility

## JUNIOR GOLF

### Brooksville Country Club — Youth on Course

\$5 green fees, junior development & TaylorMade Drive Club

## TRAVEL SOCCER

### Hernando Soccer Club

Largest soccer club in Hernando County — Anderson Snow complex

***These families are already spending thousands of dollars annually.  
DSPA gives them a public-school option.***

# Families Are Already Paying for This Model

## IMG Academy

Bradenton, FL

Grades 6–12

1,351 Students

Day Tuition: up to \$74,900/yr

Boarding: up to \$93,900/yr

## DME Academy

Daytona Beach, FL

Grades 6–12

Athletic-Academic Model

Private enrollment

Elite sport development

## Montverde Academy

Montverde, FL

Grades K–12

International Enrollment

Premier athletic programs

Global recognition

*"Thousands of Florida families are already purchasing a school day built around academics and athletic development."*

# What Parents Say About Sports Training

## Football/Track

### ANNUAL COST

\$4,000/yr

### WEEKLY TIME

4–5 hrs/wk

### TRAVEL DISTANCE

25+ miles

## Softball

### ANNUAL COST

\$4,800/yr

### WEEKLY TIME

4–5 hrs/wk

### TRAVEL DISTANCE

25+ miles

## Volleyball

### ANNUAL COST

\$6,000/yr

### WEEKLY TIME

14–16 hrs/wk

### TRAVEL DISTANCE

25+ miles

*"DSPA provides this training during the school day — at no additional cost to families."*

# Public Education's Competitive Advantage

TRADITIONAL ATHLETIC ACADEMY	DSPA
\$20,000–\$90,000+ annually	<b>FREE Public Education</b>
Private Transportation Required	<b>Existing District Transportation</b>
Limited Enrollment Access	<b>Open Enrollment Access</b>
Tuition Required	<b>No Tuition — No Cost to Families</b>
Private Accountability Only	<b>Public Accountability &amp; Transparency</b>

*"Families should not have to choose between elite development opportunities and public education."*

## Vision & Purpose

*"The purpose of DSPA is to create opportunities that attract, engage, and retain students in public education by offering a unique blend of academic achievement, athletic development, leadership training, and personalized support."*

# Three Pillars of DSPA

1

## Academic Excellence

- ✓ Standards-aligned instruction
- ✓ Certified teachers
- ✓ Middle school supports

2

## Athletic Development

- ✓ Sport-specific training
- ✓ Strength & agility
- ✓ Skill development

3

## Leadership Development

- ✓ Leader in Me framework
- ✓ Character education
- ✓ College & career readiness

*"This is not a sports school. This is a leadership and academic school that leverages athletics as a vehicle for engagement and excellence."*

# The Four Performance Components (Periods 5–7)

## **Academic Component**

Standards-aligned instruction integrated with performance contexts and data analysis.

## **Strength & Wellness**

Strength training, mobility training, nutrition coaching, and sports psychology.

## **Sports Performance Analysis**

Digital media, film analysis, and state-of-the-art technology for personal data charting and goal setting.

## **Athletic Training & Practice**

Plyometrics, conditioning, and sport-specific skill development for all grade levels.

*"Four integrated components — academic rigor, physical wellness, data-driven analysis, and sport-specific practice."*

# Sample Daily Schedule

## CORE ACADEMICS (Periods 1–4)

<b>Period 1</b>	<b>Science</b>
<b>Period 2</b>	<b>Math</b>
<b>Period 3</b>	<b>ELA</b>
<b>Period 4</b>	<b>Social Studies</b>
<b>Lunch</b>	

## DSPA PERFORMANCE (Periods 5–7)

<b>Monday</b>	<b>Plyometrics &amp; Conditioning / Sports Psychology / Batting Cage Work</b>
<b>Tuesday</b>	<b>Nutrition / Sports Psychology / Strength &amp; Reaction Time Training</b>
<b>Wednesday</b>	<b>Digital Film Editing &amp; Analysis / Cardio Training / Fielding Practice</b>
<b>Thursday</b>	<b>Plyometrics &amp; Conditioning / Biomechanics: Force &amp; Power / Batting Cage</b>
<b>Friday</b>	<b>Data Collection for Portfolio / Speed &amp; Acceleration / Fielding Practice</b>

*"Traditional middle school academics in the morning — elite athletic development in the afternoon."*

# Keeping Families in Public Education

DSPA provides a public-school solution that:

- ✓ Retains students who might otherwise leave
- ✓ Attracts new students to the district
- ✓ Increases overall enrollment
- ✓ Expands meaningful school choice
- ✓ Supports academic achievement
- ✓ Develops future leaders

## THE OPPORTUNITY TO LEAD

*The opportunity to lead before us is clear: families are seeking innovative educational experiences, and Hernando County Schools has the chance to be the provider they choose rather than the district they leave.*

# Why DSPA?

1

## Athletes Need Specialized Training

Families with athletes are actively seeking specialized development — and willing to pay for it.

2

## Families Choosing Home Instruction

Parents are choosing home-based instruction specifically to create time for athletic training. DSPA recaptures these students.

3

## Training In-County During the School Day

DSPA offers high-quality sports performance training, coaching, and athletic development opportunities rarely available in a traditional public school setting.

*"We would be offering an opportunity for advanced training in our county during the school day."*

# State-of-the-Art Performance Technology

## Force Plates

Measures explosive power and ground reaction forces

## Tri-Axis Accelerometers

Tracks movement patterns and acceleration vectors

## Block Reaction Speed Gates

Quantifies start reaction time with precision

## Video Analysis Software

Digital film editing and biomechanical review

## Speed Detection Devices

Accurate sprint timing for longitudinal tracking

## STUDENT PERFORMANCE PORTFOLIO

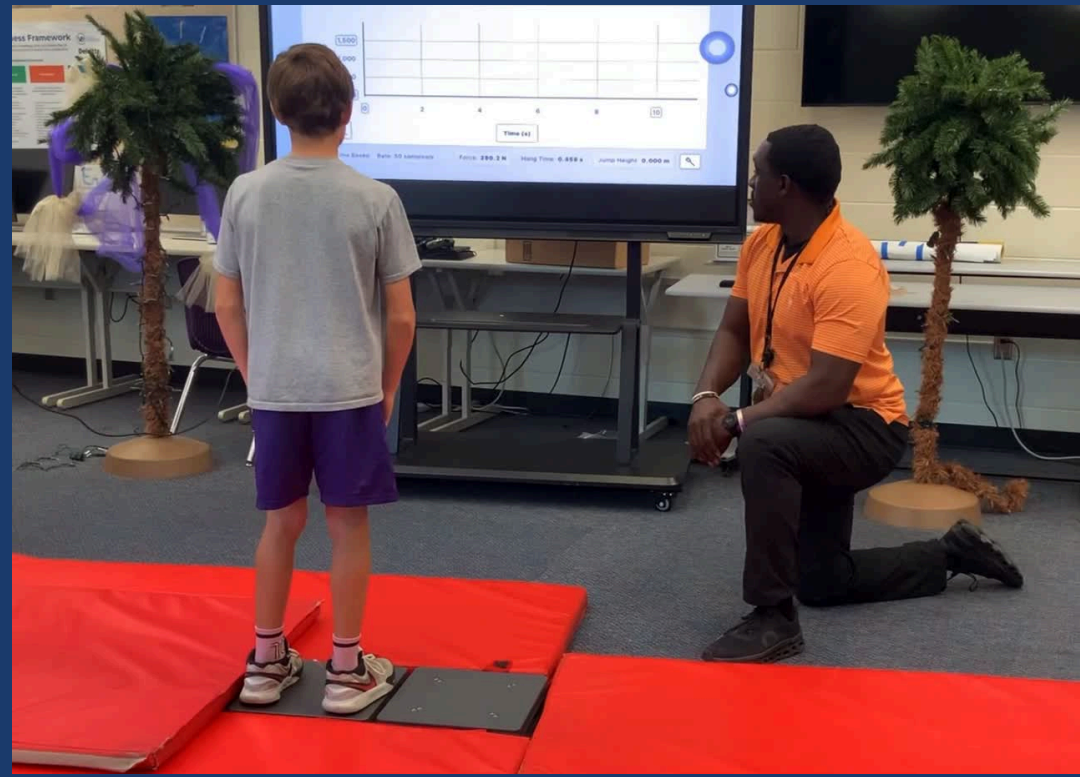
Direct parent access with scout-sharing capabilities. Technology currently in use in Hernando County Athletics — ready to deploy.

- ✓ Parent-Controlled Data
- ✓ Scout Sharing Features
- ✓ Timely Progress Monitoring
- ✓ Data-Driven Training Plans

*"Equipment already in use in D.S. Parrott Middle School Athletics."*

# TECHNOLOGY

## State-of-the-Art Performance Technology



*"Equipment already in use in D.S. Parrott Middle School Athletics."*

# Facilities Upgrades Proposed

**CURRENT**

**ENHANCED**



*“This uses existing infrastructure to create new practice spaces.”*

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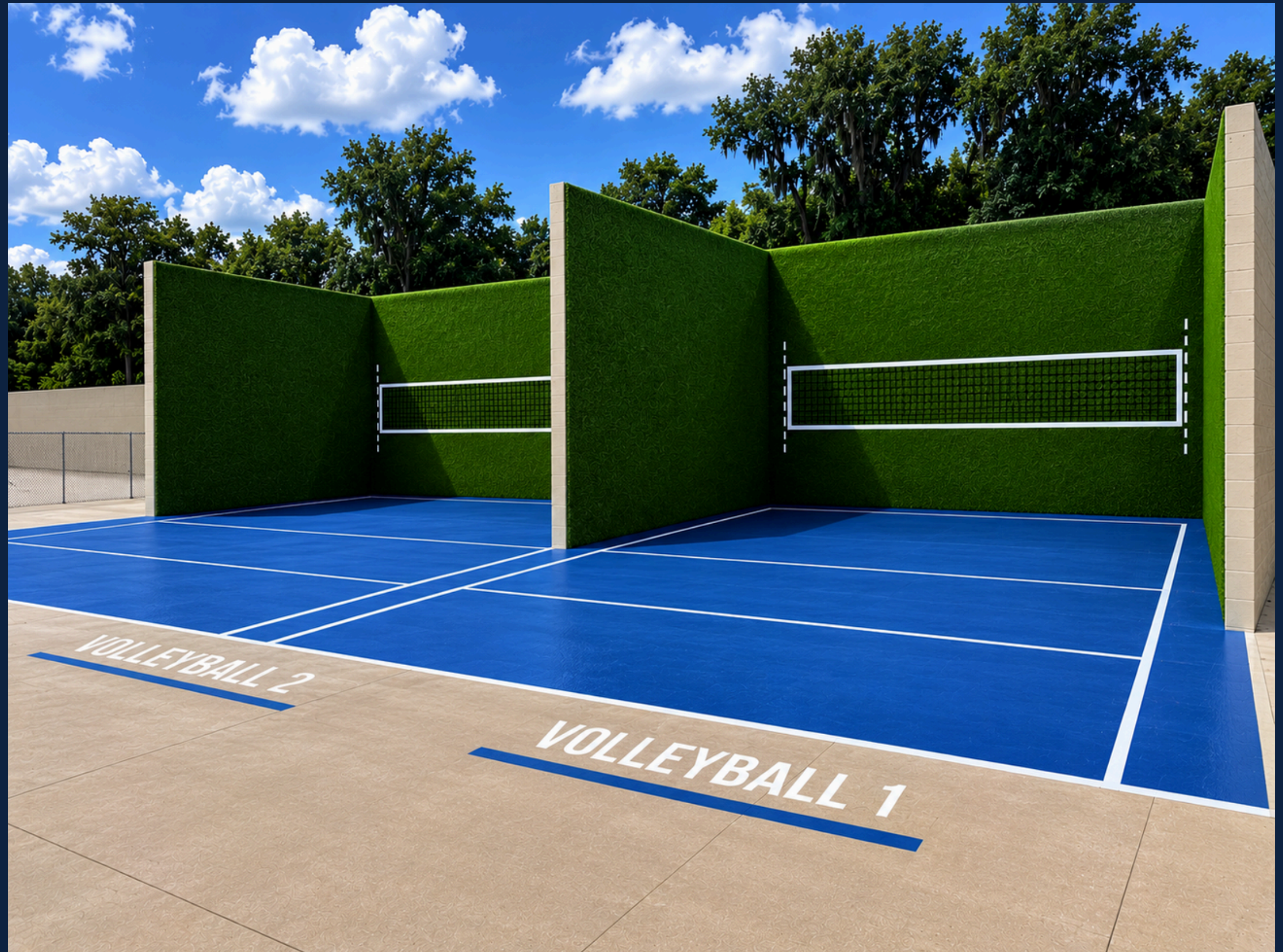
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# Facilities Upgrades



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# Facilities Upgrades



*“This uses existing infrastructure to create new practice spaces.”*

# Capital Outlay & Facility Plan

## EQUIPMENT

See the attached equipment quotes **\$200,000.00**

## FACILITY CONSTRUCTION

Gym Net (Roll-up Gym Divider) **OUT FOR BID**

3 Batting Cages **\$15,000.00**

Electricity to the Fields **OUT FOR BID**

Locker Room Refresh (Showers/Storage) **OUT FOR BID**

**Estimated Total Cost  
\$1 Million**

## KEY ADVANTAGE

Entire model fits within existing campus infrastructure. Efficient space utilization with clear program alignment.

*"This program can be launched with targeted investment within our existing campus footprint."*

# POTENTIAL RETURN ON INVESTMENT

## 1,200 students

EVIDENCE OF DEMAND

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Sources: Aspen Institute’s Project Play 2023

2.5%	4%	5%
30	48	60
FTE	FTE	FTE
\$276,149.70	\$441,839.52	\$552,299.40

*"DSPA does not need thousands of students. It needs a small percentage of an already established market."*

# Implementation Timeline

**June 2026**

## **Board Approval & Planning**

Secure board approval, finalize facility plans, begin equipment procurement and staff recruitment.

**June–July 2026**

## **Recruitment & Setup**

Launch student recruitment for 60-seat cohort. Social media announcements, middle school handouts, and family information events. (27-28 school year)

**2027–28 School Year**

## **DSPA Launch — Middle School**

Start with 60-student cohort inaugural class of DSPA. Early commitment through the magnet portfolio process.

**Year 3+**

## **Full Implementation**

DSPA enrollment target enrollment would be 180 student/athletes. (\$1,656,898.20)

*"Year 3 — 180 middle school student/athletes actively engaged in this academic/leadership/athletic program."*

# THANK YOU

## DYNAMIC SPORTS PERFORMANCE ACADEMY

*The opportunity to **lead before us is clear**: families are seeking innovative educational experiences, and Hernando County Schools has the chance to be the provider they choose rather than the district they leave. This is more than a program—it is an opportunity to redefine what families **believe** is possible in public education and confidently say, "Whatever our students need to thrive, **We Do That.**"*

## Questions & Discussion