

Dr. Martin Karp, Vice-Chair

**SUBJECT:           REQUEST THAT THE SCHOOL BOARD OF MIAMI-  
DADE COUNTY, FLORIDA, DIRECT THE  
SUPERINTENDENT TO FIRST USE REVENUE  
GENERATED FROM THE DD MARKETING, INC. PLAN  
TO OFFSET LOSSES TO ATHLETIC BUDGETS** } Revised

**COMMITTEE:       INNOVATION, EFFICIENCY AND GOVERNMENTAL  
RELATIONS**

**LINK TO DISTRICT STRATEGIC PLAN: GENERAL OPERATIONS**

Although the School Board voted to “hold harmless” the athletic budgets impacted by the switch to healthy foods in the school vending machines, the loss of funding has been severe. There is an immediate need in the Miami-Dade County Public Schools (M-DCPS) to meet expenses in athletic programs and to provide additional monies in support of scholar athletes.

When carbonated beverages were eliminated from vending machines, M-DCPS lost \$1 million in revenue. In addition, the District suffered a decline from \$507,000 in noncarbonated beverage sales to \$288,000. Also, fewer snacks were sold and the results of these reductions led to a net loss of nearly \$1.5 million dollars.

Fewer dollars generated directly impacts high school athletics, a haven for so many students including the District’s top scholars and those students who may otherwise have lost their way in high school and elected not to graduate. Revenues were sorely needed for athletic programs prior to the change in policy. Many school site athletic fields and gymnasiums are not maintained on a regular maintenance cycle.

In addition to high school athletics, there is cause for concern for K-8 and middle school sports programs given the required increase of officiating fees for all team sports and the total number of middle schools opening in the 2007-2008 school year.

Many well qualified coaches and athletic trainers are leaving the sporting arena due to the low supplements paid for the time they must invest. Schools are increasingly finding it necessary to hire contract coaches which reduce the control the school has and is not always in the best interests of students.

**REVISED**

**H-11**

The M-DCPS District Athletic Advisory Committee (DAAC), a Board-appointed committee meeting since 1963, advises the School Board on conditions that have a direct impact on the interscholastic sports programs in M-DCPS. A recent report issued by the DAAC declared that there is a distinct need to increase general and capital outlay funds to increase the number of school sites that have athletic facilities for team practices, and upgrade, remodel, or renovate existing facilities to support high school and middle school athletic programs given that a great deal of time and rental money is spent each year taking many interscholastic teams to municipal facilities to practice and to play games.

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**ACTION PROPOSED BY  
DR. MARTIN KARP:**

That The School Board of Miami-Dade County, Florida, direct the Superintendent to first use revenue generated from the DD Marketing, Inc. plan to offset losses to athletic budgets. } Revised