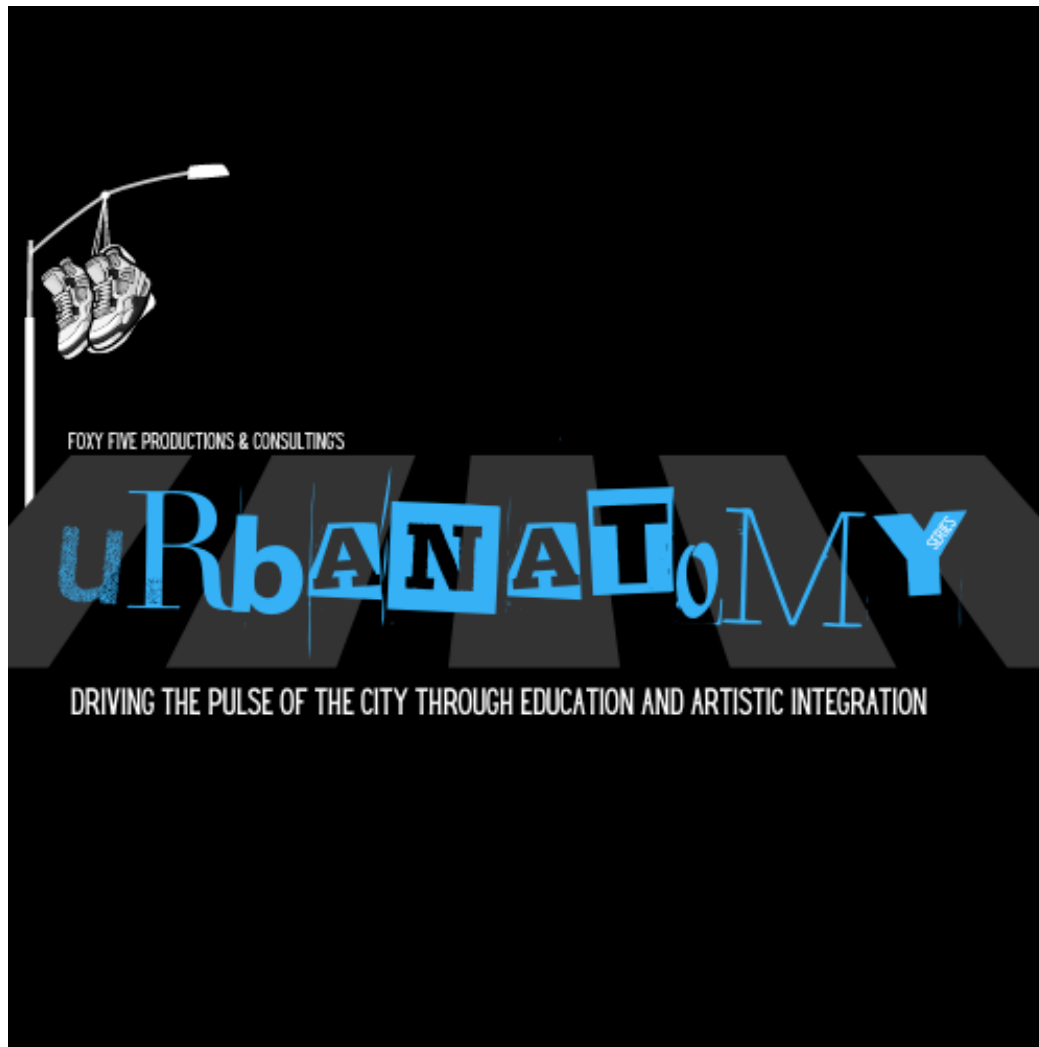




## Foxy Five Productions & Consulting, LLC

Original Program – Urbanatomy of Sports & Spectatorship for Students and Educators



Desirae N. Fox – Chief Executive Officer | [dfox.ffpc@gmail.com](mailto:dfox.ffpc@gmail.com) | [www.ffpc-community.com](http://www.ffpc-community.com)  
Innovating Content – Elevating Communities



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## EXECUTIVE SUMMARY

The “Urbanatomy Series” is an original Foxy Five Productions & Consulting, LLC (FFPC) program that uses the principals of urban planning to produce engaging media events and programs that drive the pulse of a community through art and integration. The series introduces the diversity of career options in the space of urban planning and government, while also educating the community members on how to successfully create programs and events to the audience to have the highest impact. Table 1 provides a summary of the series focus and the three programs that available for each series . Table 2 provides a summary of the primary, secondary, and tertiary goals of the series. The purpose of this document is to cover the “Urbanatomy of Sports & Spectatorship” – For Students and Educators.

Table 1. Overview of Series & Programs

Program Options	Urbanatomy Series Focus
<ul style="list-style-type: none"> <li>➤ Urbanatomy of Art &amp; Entertainment</li> <li>➤ Urbanatomy of Media &amp; Mass Communication</li> <li>➤ Urbanatomy of Sport &amp; Spectatorship</li> </ul>	<ul style="list-style-type: none"> <li>➤ For Community Advocates</li> <li>➤ For Businesses and Organizers</li> <li>➤ For Students and Educators</li> </ul>

Table 2. Summary of Goals and Analysis

Goal	Key Issue	Analysis
Introduce more diversity into the field of government of Planning.	<ul style="list-style-type: none"> <li>➤ When decision-makers in government and planning lack diversity, policies and plans may inadvertently reflect the interests and experiences of the majority, often neglecting the unique needs of underrepresented communities. This can lead to biased urban development policies that perpetuate inequality.</li> </ul>	<ul style="list-style-type: none"> <li>➤ FFPC intends to show the breadth of opportunity and influence that can be addressed through the field of urban planning and civic engagement. By introducing students and community members to the anatomy of the built environment we aim to funnel more diverse voices into the field of Planning to move the needle and make effective change.</li> </ul>
Help students find diversity in career fields, leading to more students in underrepresented communities being gainfully employed.	<ul style="list-style-type: none"> <li>➤ According to Sacramento County’s Environmental Justice Element. Areas classified as EJ communities suffer from a lack of employment which consequentially negatively contributes to civic engagement.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Exposure to different career options can have a transformative impact on students in underrepresented communities, broadening their horizons, enhancing their aspirations, and providing them with the tools</li> </ul>



		<p>to pursue diverse career paths. Here are several ways in which students in underrepresented communities can benefit from such exposure.</p>
<p>Help Further The Impact Of Community Actions</p>	<ul style="list-style-type: none"> <li>➤ When a community lacks spirit, the vitality and enthusiasm essential for fostering healthy community events are noticeably absent. Spirit serves as the heartbeat of communal gatherings, infusing them with a sense of connection, pride, and shared purpose. Without this collective energy, events may struggle to resonate with residents, hindering their potential to inspire engagement, collaboration, and the positive momentum crucial for community well-being. In essence, a vibrant spirit acts as the driving force behind memorable and impactful community events, creating a cohesive environment that nurtures a sense of belonging and unity among its members.</li> </ul>	<ul style="list-style-type: none"> <li>➤ The urban environment thrives off a pulse that creates a synergy that feeds into community health. When residents of a community successfully connects activity. The Urbanatomy program intended to teach students how to successfully connect art, programs, and events to a target audience creating a healthy impact.</li> </ul>



## ABOUT FOXY FIVE PRODUCTIONS & CONSULTING

Foxy Five Productions & Consulting, LLC (FFPC), is a Sacramento-based media company dedicated to creating content with a community-oriented approach, aiming to utilize art entertainment and event planning to stimulate the urban environment and positively contribute to economic development. Our company is committed to developing stories that not only entertain but also serve as catalysts for positive change, economic growth, and community development in the vibrant urban landscape of Sacramento. FFPC is sustained by three different pillars: our Foxy Five Services, Foxy Five original programming, and our community network space titled “The Elevated Community”. The FFPC method is to develop content that is created around four interconnected nodes.

1. **Development.** Foxy Five focuses on developing compelling stories, carefully considering the intention and desired impact of the content. This initial step ensures that each production meets the goals of the client and additionally aligns with the company's mission of fostering positive change within the urban sphere.
2. **Strategy.** Following story development, the company strategically identifies and collaborates with community partners. By forging alliances with the most appropriate organizations, Foxy Five strengthens its impact on the community and enhances the relevance of its content.
3. **Production.** The third node involves the production phase, where Foxy Five seamlessly connects its content to physical businesses and other sources of economic development. This strategic integration not only enhances the storytelling experience but also creates tangible benefits for local businesses and the urban ecosystem.
4. **Delivery.** Lastly, Foxy Five places a strong emphasis on efficient content delivery methods designed for perpetuity. Whether through innovative distribution channels or sustainable platforms, the company ensures that its content continues to make a lasting impact and remains accessible to the community over time.

### Foxy Five Mission & Vision

**MISSION:** Foxy Five Productions & Consulting infuses creativity into the urban fabric to create multimedia projects, and interactive experiences that foster a sense of belonging among community members and stimulate economic growth in the Sacramento Community.

**VISION:** Foxy Five Productions & Consulting core vision is to showcase the synergy between urban studies and entertainment as catalyst for community cohesion. Our vision is to do all of the following:

- Use the art of creative writing and storytelling to help develop and define a community.
- Improve economic development by connecting effective stories with local businesses and organizations.
- Create prolific events that successfully bring community members together to help foster and support community development.



- To help facilitate civic engagement in government and planning spheres to better incorporate diversity of thought into policies that will help stimulate economic growth
- To use the lens of connectivity to bring levity to the urban environment and to community events.
- To develop programs that engage students and the youth on the art of the urban environment.

VALUES: Foxy Five Production is a family-centered company with the following values

1. **Family-Centric Integrity:** We prioritize creating content and events that uphold strong family values, ensuring that our productions are wholesome, enjoyable, and suitable for audiences of all ages.
2. **Inclusive Entertainment:** We are committed to producing content and events that celebrate diversity and inclusivity, providing a platform where all families can see themselves represented and engaged.
3. **Community Connection:** We value the power of storytelling and events to strengthen community bonds. Our productions aim to foster a sense of togetherness, creating shared experiences that resonate with families across diverse backgrounds.
4. **Quality and Creativity:** We uphold a commitment to excellence in all our endeavors. Our content is characterized by creativity, innovation, and a dedication to delivering high-quality, entertaining experiences for families.
5. **Ethical and Responsible Storytelling:** We adhere to ethical standards in our storytelling, promoting positive messages and responsible content that contributes to the well-being and values of families.
6. **Collaborative Partnerships:** We actively seek partnerships with like-minded organizations and individuals who share our commitment to family-friendly entertainment, fostering collaboration for the benefit of our audiences.
7. **Innovative Events:** We embrace innovation in event planning, creating memorable experiences that go beyond traditional boundaries. Our events are designed to captivate, inspire, and leave a lasting impression on families.
8. **Educational Engagement:** We recognize the potential of entertainment as a tool for education. Our content and events aim to engage families in meaningful ways, imparting positive values, and encouraging continuous learning.
9. **Sustainability and Responsibility:** We are dedicated to minimizing our environmental impact and practicing social responsibility. Our business operations and events prioritize sustainability, contributing to a healthier and more responsible future for families and communities.
10. **Adaptability and Flexibility:** We embrace change and adapt to evolving family dynamics, staying attuned to the diverse needs and preferences of our audiences. This flexibility ensures our continued relevance in an ever-changing media landscape.



11. Positive Impact: We measure success not only by entertainment value but also by the positive impact we make on families. Our goal is to create content and events that uplift, inspire, and contribute to the overall well-being of the communities we serve.

## THE URBANATOMY OF SPORTS & SPECTATORSHIP – FOR STUDENTS & EDUCATORS

The goal of the "Urbanatomy of Sports & Spectatorship" teaches students how to create successful sporting programs and events to help unify the community. It is a transitional program that has two functionality. The first function is to educate our participants on local career opportunities, provides life skill workshops and trainings, and mentoring opportunities in order to facilitate a successful and efficient induction into adulthood. The second function is to encourage and stimulate the economy of the Sacramento region.

The program consists of four key core components: Career Exposure, Social and Emotional Learning (S.E.L), Academic Development, and Adulthood Transition Assistance.

### Component 1: Career Exposure

Preparing the students for adulthood is one of the core missions. The career exposure component introduces the students to various fields of study which will provide worldly perspective and will allow for intentional academic goal setting. The program will specifically focus on careers that are in the sports field, and careers that are regionally advantageous to the Sacramento area.

Exposing students to the different careers allows them to understand the various positions that are required to make the sports industry thrive, and the instrumental fields that are necessary to make a metropolitan area such as Sacramento operate efficiently. Although the students may not be interested in working in the particular field that is being presented on, knowing the field exist will prepare the students for adult living. Below are a sample of careers the program will offer.

- Sports Related Careers
- Regional Careers
- Referee
- Construction and Carpentry
- Sports Anchor
- Athletic Trainer
- Compensation and Job Analysis
- Agriculture
- Nutritionist
- Food Preparation
- Medical Assistant
- Office and Administrative Support
- Sports Massage Therapist
- Personal Financial Advisor

### Component 2: Social and Emotional Learning

The S.E.L. component will help provide problem solving skills so the students have the tools to overcome obstacles. According to the Collaborative for Academic, Social, and Emotional Learning (CASEL) "Social and Emotional Learning (SEL) is the process through which children and adults acquire and effectively





apply the knowledge, attitudes, and skills necessary to understand and manage emotions, set and achieve positive goals, feel and show empathy for others, establish and maintain positive relationships, and make responsible decisions". The SEL will cover topics such as self-management, self-awareness, relationship skills, and social-awareness.

### Component 3: Athletic Training

The goal of the Athletic Training component is to teach the students how to be a "Star Athlete". We describes a "Star Athlete" as an individual who promotes and sustains academic excellence, engages in community leadership, and exhibits healthy athleticism. We recognize that high school sports has the ability to bring about healthy competition amongst youth and the ability to unify the community. we believe that a successful sports program is indicative of a well-rounded and supportive school and an involved community. The athletic training component therefore focuses on athletes, specifically male athletes, and provides the tools that will enable them to excel academically and encourages investment in their local high school sports team.

Below are a few topics which will comprise the curriculum

- Teamwork and the importance of being a team player
- physical fitness, understanding the anatomy
- Health and Nutrition, how to keep the body running
- Being an athlete of the community

### Component 4: High School Transition Assistance

The high school transition component will provide students with an opportunity to develop their 10-year plan. This plan will provide the students with a framework that will drive their post high school experience. The plan will include the following components.

1. Career Goals
2. Family Goals
3. Social Goals
4. Health and Wellness Goals

## PROGRAM DETAILS

This program is developed for students ranging from Grade 7-12. The 7-8 grade program is designed to prepare the students for their high school career; while the high school program is designed to help the students prepare for their transition to college and career.

### Application Requirements

- There is no minimum Grade Point Average to be accepted to the program.
- Students will complete the general application filling out the primary and secondary field.





- Students will be evaluated throughout the program to ensure their grades are improving or being maintained

### End of Program Deliverables

This program is fully lead and developed by the students with supervision and assistance from FFPC staff. FFPC begins the program by educating the students on the different components of a successful program and follows up with a tangible program that shows the skills and talent of the group. At the end of the program the students will have produced a live sporting event that supports the high school spirit and also showcases the athleticism of its participants. By the end of the program students will have produced the following:

- A FFPC 10 year plan that implements their transitional plan help them achieve their desired career lifestyle goals
- A two hour event for FFPC’s Greater Sacramento Talent Network (G-STN) supporting at least 50 attendees at the school site.
- Students will learn the techniques of an effective media campaign including the intricacies of software, the most appropriate media platforms, and tonality.
- Students will utilize the artistry of sports to demonstrate athleticism and to support spirited environment.
- Students will have learned networking techniques to develop effective partnerships that will fuel the proposed program.

Table 3 summarizes the administrative logistics involved in producing the program.

Table 3. Administrative Logistics

Item	General Description	Details
Fees	This program requires a deposit of \$500, and three staff at an hourly rate of \$75/hour. The session should take no more than two hours, an hour for set-up and breakdown, and an hour for the service.	<ul style="list-style-type: none"> <li>➤ Hourly Rate: \$75/hour - 2 Hours a session (Hour 1: Travel, Set Up, Breakdown, Hour 2: Session)</li> <li>➤ Staff: 3 Staff</li> <li>➤ Approximate Monthly Fee: \$1800</li> <li>➤ Trimester Fee: \$5,900 (Deposit + Time/Materials)</li> </ul>
Grade	FFPC’s Urbanatomy program will vary based off the grade level. The higher grade levels will have a more intensive schedule and a longer liver performance.	<ul style="list-style-type: none"> <li>➤ Grade 7-8: 30 Students MAX</li> <li>➤ Grade 9-12: 40 Students MAX</li> </ul>



Time	The Urbanatomy Program is built to function as an afterschool program	<ul style="list-style-type: none"> <li>➤ Suggested trimesters – Winter &amp; Spring</li> <li>➤ Weekly Classes 75 Minutes (minimum)</li> </ul>
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### Target Audience

Our program provides a modern and comprehensive approach to creating a successful sporting event. We will develop a team environment to allow the students to carry out the administrative and production responsibilities. The program involves two stages, Stage 1 provides information to the students and grounds the students to reviewing a spectator event from an urban lens. Stage 2 is integration stage where the students develop the event and enact the principles learned in the first stage of the event.

We have three different teams that the students can join as the primary roles, although all students will be able to participate in different sectors of the production as they desire. Table 4 provides a summary of the different teams available to the students to help produce the live production. “Urbanatomy of Sports & Spectatorship” is targeted for students who are interested in a field of athletics. Upon acceptance to the program, students will choose a primary field of study, and a secondary field of study.

- The Art of Athleticism
- Physical Therapy
- Media & Mass Communication for Sports
- Event Organizing for Sporting Events.
- Team Building & Spirit Leading for Sports & Athleticism

Table 4. Description of Teams & Tasks

Team	Responsibilities
Organizing Team (Development and Strategy Stage)	<ul style="list-style-type: none"> <li>➤ What is the Story &amp; Theme</li> <li>➤ Program Logistics</li> <li>➤ Event Capacity</li> <li>➤ Decorations</li> <li>➤ Coordination with partners</li> </ul>
Promotion Team (Production Stage)	<ul style="list-style-type: none"> <li>➤ Marketing</li> <li>➤ Logo</li> <li>➤ Broadcasting</li> <li>➤ Podcasting</li> <li>➤ Script Writing</li> </ul>
Performance Team (Delivery Stage)	<ul style="list-style-type: none"> <li>➤ Talent/Athletes</li> <li>➤ Director</li> <li>➤ Producer</li> <li>➤ Videographer and photographer</li> </ul>



## Schedule

The program will host a different school on each day of the week. The lesson plan will include all four components and the same lesson plan will be applied throughout the entirety of the week. Table 5 describes a basic outline of programs schedule.

Table 5.1 Daily Schedule – Stage 1 (Urbanatomy)

Time	Details
15 mins.	Introduction <ul style="list-style-type: none"> <li>➤ Sit and social session – Give students the opportunity to come into the space and fellowship with one another.</li> <li>➤ Students will recite the community rules and program mantra</li> </ul>
20 mins.	Urbanatomy <ul style="list-style-type: none"> <li>➤ Students will learn about the topic for the week</li> <li>➤ How it contributes to a successful urban environment</li> <li>➤ How it can connect to a community</li> </ul>
20 mins.	Action <ul style="list-style-type: none"> <li>➤ Deep Dive on the topic</li> <li>➤ Students may watch film</li> </ul>
10 mins.	Reflection <ul style="list-style-type: none"> <li>➤ Students will discuss what they’ve learned</li> </ul>

Table 5.2 provides a summary of the daily schedule during the integration stage. During Stage 2 the program should have been developed enough to have created a safe and comfortable environment with the cohort.

Table 5.2 Daily Schedule – Stage 2 (Integration)

Time	Details
5 mins.	Introduction <ul style="list-style-type: none"> <li>➤ Welcome in and</li> </ul>
20 mins.	10 Year Plan <ul style="list-style-type: none"> <li>➤ Students will work on their 10 year plan based on the topic for the week.</li> </ul>
30 mins.	Event Organizing <ul style="list-style-type: none"> <li>➤ Students will breakout into their individual teams to build the athletic event</li> </ul>
5 mins.	Reflection & clean up

The Urbanatomy program is a 12-week program divided into two session. Table 6 shows a sample schedule for the program outlining the topics to be discussed and the proposed deliverables.



Table 6. Weekly Schedule

Week	Deliverables	
<b>STAGE 1: Urbanatomy</b>		
<b>WEEK 1</b>		
Introduction	<ul style="list-style-type: none"> <li>➤ Students will learn community rules and how to respect each other</li> <li>➤ Students will learn how to find their skills and talents</li> <li>➤ Students will learn the different types of communities (city, neighborhood, school, church, etc.)</li> <li>➤ Students will learn the different nodes that create a successful sporting event and how sports contribute to a successful urban environment</li> </ul>	
<b>WEEK 2</b>		
Planning & Organizing	<ul style="list-style-type: none"> <li>➤ Students will learn about a career</li> <li>➤ Students will discuss how to plan an event</li> </ul>	
<b>WEEK 3</b>		
Marketing & Branding	<ul style="list-style-type: none"> <li>➤ Students will learn about a career</li> <li>➤ Students will discuss how to market an event</li> </ul>	
<b>WEEK 4</b>		
Choose a Team	<ul style="list-style-type: none"> <li>➤ Students will learn about a career</li> <li>➤ Students will choose a sport for the event</li> <li>➤ Students will begin brainstorming the event</li> </ul>	
<b>WEEK 5</b>		
Preparing the Event	<ul style="list-style-type: none"> <li>➤ Students will have an event and management plan for their event.</li> <li>➤ Students will have the details of the event finalized</li> </ul>	
<b>STAGE 2: Integration</b>		
<b>WEEK 6:</b>	<b>Career Development</b>	<b>Event Organizing</b>
Practice 1	<ul style="list-style-type: none"> <li>➤ Work on 10 year plan – social life section</li> <li>➤ Work with FFPC mentor</li> </ul>	<ul style="list-style-type: none"> <li>➤ Team Breakout 1               <ul style="list-style-type: none"> <li>○ Who, What, When, Where, &amp; Why of Events finalized</li> </ul> </li> </ul>
<b>WEEK 7:</b>	<b>Career Development</b>	<b>Event Organizing</b>
Practice 2	<ul style="list-style-type: none"> <li>➤ Work on 10 year plan – health &amp; wellness</li> <li>➤ Work with FFPC mentor</li> </ul>	<ul style="list-style-type: none"> <li>➤ Team Breakout 2               <ul style="list-style-type: none"> <li>○ Athletes are training and event organizing teams are preparing the marketing</li> </ul> </li> </ul>
<b>WEEK 8</b>	<b>Career Development</b>	<b>Event Organizing</b>
Practice 3	<ul style="list-style-type: none"> <li>➤ Work on 10 year Plan – Family &amp; Romantic Life</li> <li>➤ Work with FFPC Mentor</li> </ul>	<ul style="list-style-type: none"> <li>➤ Team Breakout 3               <ul style="list-style-type: none"> <li>○ Media run begins</li> </ul> </li> </ul>



		○ Athletic teams in practice
<b>WEEK 9</b>	<b>Career Development</b>	<b>Event Organizing</b>
Practice 4	➤ Work on 10 Year Plan – Career & Finance Section	➤ Team Breakout 4 ○ Film Interview ○ Podcasts
<b>WEEK 10</b>	<b>Career Development</b>	<b>Event Organizing</b>
Practice 5	➤ Work on 10 Year Plan – Put the narrative together	Promo Run: ➤ Team Breakout 5 ➤
<b>WEEK 11</b>		
Event		➤ Spectator event held
<b>WEEK 12</b>		
End of Program Celebration	End of the season party and review, students will also get to rewatch the film of their performance.	

## CONCLUSION

Foxy Five Productions & Consulting would love to provide our program “Urbanatomy of Sports & Spectatorship” to your school. Our team is composed of qualified staff who have worked in the field of government, have produced successful art events and programs, and have worked relentlessly with the community to instill pride and impact. If chosen as a program, our team will bring the power of sports and spectatorship to your campus, energizing you students and entertaining your school community. It is an honor to be considered as a program for your school, and we look forward to talking with your team about how we can work together.