



Office of the Minnesota Secretary of State
Minnesota Public Benefit Corporation / Annual Benefit Report
Minnesota Statutes, Chapter 304A



Read the instructions before completing this form
 Must be filed by March 31
 Filing Fee: \$55 for expedited service in-person, \$35 if submitted by mail

The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.
 Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301

1. Corporate Name: (Required) PURA VIDA ELITE TRAINING, SBC

2. The public benefit corporation's board of directors has reviewed and approved this report.

3. In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information): Note: Use additional sheets if needed. (Required)

Please See Attached Narrative.

I certify that the Pura Vida Elite Training SBC Board of Directors Has Reviewed AND Approved this Report.

4. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

Kenneth Mark Heithoff
 Signature of Public Benefit Corporation's Chief Executive Officer

3/21/21
 Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

Email Address for Official Notices

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:

mark@puravidaelite.org

Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime phone number of a person who can be contacted about this form:

Kenneth Mark Heithoff 917-209-5584
 Contact Name Phone Number

Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?
 Yes No



Minnesota Public Benefit Corporation / Annual Benefit Report Pura Vida Elite Training SBC

Pura Vida Elite Training SBC is a public benefit corporation whose purpose is to “generally improve the athleticism of economically, socially and racially diverse youths, ages 6-16; teaching leadership, sportsmanship and healthy lifestyles and elevating soccer skills through professional coaching and an appreciation of the worldwide, positive impact of soccer on domestic and international communities.”

Pura Vida Elite Training SBC, (Pura Vida), was organized on August 11, 2020. Since founding Pura Vida, we have developed the depth and breadth of our soccer programming, grown our coaching staff and expanded our player base at a steady pace. Our owners, coaches and players are racially, economically, culturally and gender diverse.

Pura Vida has grown its player From a few dozen players at inception, , we had grown to 200 players by Dec 31, 2020, and currently have 264 registered players. Our players come from nearly every suburban and urban neighborhood of the Twin Cities. Approximately 30% of our players have diverse international origins, including Pakistan, Somalia, Ecuador, Korea, China, Mexico, Costa Rica, Kenya and Egypt among others. We are creating a rich community of players and families, coming together to celebrate the game of soccer and dedicate themselves to the pursuit of playing it at the highest possible level.

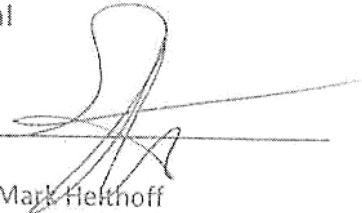
Pura Vida Elite Training has grown its coaching staff from one coach to eleven. We have engaged professionals in the fields of Elite Sports Performance and Sports Psychology to consult in the formation of our curriculum. Our coaching staff, like our players, is culturally, racially and economically diverse. Daniel Vargas, co-founder, co-owner and head coach is Latino. 60% of our coaching staff is Latino. 10% is East African. 40% of our coaching staff is female. 60% of our coaching staff has played professionally. 80% has played at the college level. Through their collective diversity and high-level of experience, both as players and coaches, Pura Vida’s coaching staff is uniquely qualified to mentor our diverse player base, to inspire them, to guide them in the formation of leadership skills.

Pura Vida Elite experienced nearly two months of shut downs, while abiding by COVID-19 safety measures and MN Executive orders. Despite these disruptions, we have successfully resumed a training schedule of 150-250 player/hours per week. As we resumed training safely at the close of 2020, we have been able to invest human and financial capital to build to expand upon our programming and to fulfill our mission of offering greater community access and high-level training at a lower cost.

Pura Vida Elite Training SBC has just signed lease in 2021 for a 30,000 square foot commercial warehouse space in Brooklyn Park. We are excited to open the doors of Casa Pura Vida on April 5th, 2021 and welcome our community.

Pura Vidal

Signed: _____



Date: _____

3/26/21

Kenneth Mark Helthoff
CEO Pura Vida Elite Training SBC



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OFFICE OF THE SECRETARY OF STATE
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Steve Simon

Steve Simon
Secretary of State