

# **CALGARY UNITED SOCCER ASSOCIATION**

## **2008 ANNUAL REPORT**





# 2008 ANNUAL REPORT



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# 2008 ANNUAL REPORT



## PRESIDENT'S REPORT

### Exciting Year in Reflection!

Our past 2007/ 2008 Indoor Season produced record growth in teams playing. We remain the fastest growing segment of indoor soccer in Calgary. The All Star Program was another great hit making it the busiest weekend of the year at the Calgary Soccer Centre. Our Outdoor Season had the best results in modern history. CUSA was in all seven Provincial Championship Finals and took 6 gold medals. We followed that up at National Championships by going to both finals and taking the gold in both. What these results say about our league is that it is the strongest league in the province and the country. We should all be proud of these great results. Outdoor programming also included the first over 55 Tournament. It is likely the beginning of another CUSA league to start up soon.

CUSA has been extremely busy this year on some new key initiatives. We are striving to improve communication with the membership. Two key projects were begun with one implemented several months ago that being our monthly CUSA Newsletter. For the most part it reports on what is going on in our league and board activity and its decisions. The second communications project that is underway is the redevelopment of our website. It has been a long time since CUSA has updated this site. There is a lot more functionality that will be brought in to improve your membership experience. Timing on rollout is not established yet.

Another initiative we are working on is a Business Plan for CUSA's future. Your board has been working on a long range plan over the past several months. Part of the process includes the planning meetings we've been hosting and the surveys we've been doing with the membership. Over the next year this work will produce a draft that will be shared with all of you with a request for feedback.

The big elephant CUSA has been working on

this year is our efforts in Facility Development. This Annual Report highlights these efforts and I encourage you to read the information. A lot of effort has gone into various projects with some significant results. Your Board has initiated the largest collaborative soccer facility project since building the Calgary Soccer Centre – 7 Artificial Turf Fields. When complete, Calgary will have one of the best soccer facilities in the country.



This year is not without its challenges. We've had a lot of rainout games in June that cause our staff to put in tremendous effort in order to reschedule games. We are lucky to have such a dedicated team lead by our outstanding Executive Director, Pearl Doupe. Referee shortages are plaguing us and several collaborative projects with CMSA, CWSA and ASA are being undertaken. We need to grow our referee community significantly in order to deal with our league growth. This leads to discipline within our league. Although we have a great system that produces virtually no appeals we still need to improve. Please do your part and encourage fair play in our league.

This Annual Report is a snapshot of our successes for the past year. It also serves as a vital communications tool to our members summarizing results, project status and direction our association is heading in the future. I encourage you to read this report and provide your feedback.

On behalf of the Board of Directors, I wish you all great success in 2009.

Sincerely,

Colin Innes  
President





# 2008 ANNUAL REPORT



**2007 08**

## BOARD OF DIRECTORS

**PRESIDENT**

Colin Innes

**FIRST VICE PRESIDENT**

Angus Smith

**SECOND VICE PRESIDENT**

Mike Oliver

**TREASURER**

David Inhaber, FCGA

**DIRECTORS:**

Bill Malone  
Dave Randall  
Gene Pawlak  
Laurie Stein  
Marc Boivin  
Petar Grubor  
Rob Savard

## ADMINISTRATION

**EXECUTIVE DIRECTOR**

Pearl Doupe

**OFFICE MANAGER**

Patti Newfield

**OFFICE ADMINISTRATION**

Karen MacMillan  
Amy Yunker  
Richard Luong



Calgary's Representatives at 2008 Nationals and Summer Games





# 2008 ANNUAL REPORT



## NATIONAL CHAMPIONS



**Caledonian Callies National Champions  
1999, 2003, 2007, 2008**



The Callies Major Team completed a successful season defending their Challenge Cup Title in St. Johns Nfld. Callie's 2008 season saw them capture the AMSL League Title, Alberta Challenge Cup & Fair Play Award, and the Black Cup on route to the National Challenge Cup.

OCT 8	CALLIES <b>2</b> PEI 1	OCT 11	CALLIES <b>3</b> MB 1
OCT 9	CALLIES <b>2</b> SK 0	OCT 13	CALLIES <b>3</b> QUE 1
OCT 10	CALLIES <b>4</b> NS 3		

## WESTERN CHAMPIONS



**Caledonian Callies Elite O35  
Western Master's Champions**

This first year team completed their inaugural season in style winning the Western Canadian Master's Championship in Victoria BC.

OCT 10	CALLIES <b>3</b> SK 0	OCT 12	CALLIES <b>2</b> MB 0
OCT 11	CALLIES <b>3</b> BC 0	OCT 13	CALLIES <b>2</b> BC 1

## ALBERTA MAJOR SOCCER LEAGUE



**PARS FC**

### REALITY CHECK ✓

National Challenge Cup Champions  
Caledonian Callies 1907, 1908, 1909  
Calgary Hillhurst FC 1911, 1922  
Calgary Springer Kickers 1974  
Caledonian Callies 1999, 2003, 2007

Western Master's Champions  
Lads Club O35A 2006

Pars FC have become the newest Calgary entry into the Alberta Major Soccer League for the 2009 Season. The path to the AMSL for Pars FC successful 2008 campaign included winning the Premier Division and Tier 1 Provincials. The AMSL position was earned first defeating Edmonton's Dinamo Croatia and then the AMSL's Red Deer Renegades.

SEPT 6	DINAMO CROATIA SC 1	PARS <b>3</b>
SEPT 13	PARS <b>2</b>	DINAMO CROATIA SC 1
SEPT 16	RED DEER RENEGADES 1	PARS <b>2</b>
SEPT 21	PARS <b>1</b>	RED DEER RENEGADES 0





# 2008 ANNUAL REPORT



## GOLD MEDAL COMBINATIONS

**MOTHER – SON**  
**Challenge Cup & Western  
Classics Champions**



Cody Cook & Kendra Dombowsky

**HUSBAND – WIFE**  
**Western Master's & Western  
Classics Champions**



Burk Kaiser & Alisa McArthur

## YOU ROCK CELEBRATIONS

**Alderman Joe Ceci and MLA Wayne  
Cao in attendance.**



Callies Major



Callies Elite O35





# 2008 ANNUAL REPORT



## THE TRADITION OF SUCCESS

2007 08 INDOOR			2008 OUTDOOR		
	LEAGUE PLAY	PROVINCIALS	LEAGUE PLAY	PROVINCIALS	STANDING
<b>MAJOR / AMSL</b>	Alumni Major Villains Elite FC	4 <sup>th</sup> Silver	Callies Major Dinosaurs Major Villains Elite FC	Callies Major Villains Elite FC Dinosaurs Major	<b>GOLD &amp; Fair Play</b> Bronze 5 <sup>th</sup>
<b>PREMIER</b>	Darts Foothills Pr Villains Elite Reserves	4 <sup>th</sup> 6 <sup>th</sup>	Pars Major Villains Elite Reserves	<b>Pars SC</b> Cyclones Silverback	<b>GOLD</b> Bronze
<b>DIVISION 1</b>	Lads Club 1 Darts Foothills 1	Silver 4 <sup>th</sup>	Dinosaurs 3 Darts Foothills 1	<b>Dinosaurs 3</b> Darts Foothills 1	<b>GOLD</b> Silver & Fair Play
<b>DIVISION 2</b>	DepoCentroamerica Villains Alumni	<b>GOLD</b> 6 <sup>th</sup>	Cyclones A Darts Foothills 2	<b>Cyclones A</b> Dinosaurs 4	<b>GOLD</b> Silver
<b>DIVISION 3A</b>	Stella Clavisque Slovakia SC	4 <sup>th</sup>	Pars Alumni PSC	<b>Pars Alumni SC</b> PSC	<b>GOLD</b> 4 <sup>th</sup>
<b>DIVISION 3B</b>	PSC Blue Steele	5 <sup>th</sup> Silver	Avalanche FC1 SD Serbia		
<b>DIVISION 4A</b>	Pars Alumni Eldorado Kickers A		DepoCentroamerica ASC Blue Devils		
<b>DIVISION 4B</b>	Villains Alumni 2 Darts Foothills 3		White Eagles 2 Cyclones B		
<b>DIVISION 4C</b>	Timberhawks Cyclones B		Airdrie United Okotoks Athletics		
<b>DIVISION 4D</b>			F4 Life Villains Alumni 2		
<b>DIVISION 5A</b>	Southside Rangers Wolves FC		Ginos Drillers Callies Claymore		
<b>DIVISION 5B</b>	Transilvania Eagles 3		Timberhawks MAC United		
<b>DIVISION 5C</b>	Transilvania Soccer Group Rangers FC		Eagles 2 Barrabrava FC		
<b>DIVISION 5D</b>			Euro United Northern United FC		
<b>DIVISION 6A</b>	Red Shirts Chaldeon of Calgary		Transilvania NSD Hood 2		
<b>DIVISION 6B</b>	The Real Rovers Re-United		Afro-Sharks Adrenaline Rush		
<b>DIVISION 6C</b>	Sabah Ellis Don		Sabah FC SWC Royals		
<b>DIVISION 6D</b>			Nile Warriors Calgary Unt. Old Bhoys Young Guns		
<b>FUTSAL</b>	Pars FC Foothills Alliance		<b>COMMERCIAL DIVISION</b> GDC FC Del Mundo United		



# 2008 ANNUAL REPORT



2007 08 INDOOR			2008 OUTDOOR		
	LEAGUE PLAY	PROVINCIALS	LEAGUE PLAY	PROVINCIALS	STANDING
<b>MASTER'S ELITE</b>	Lads Club O35A White Eagles O35A	Silver 4 <sup>th</sup>	Callies Elite O35 Lads Club O35A	<b>Callies Elite O35</b> Lads Club O35A	<b>GOLD</b> 4 <sup>th</sup>
<b>MASTER'S PREMIER</b>	Lads Club O35B Neighbourhoods	5 <sup>th</sup> 6 <sup>th</sup>	Lads Club O35B Scimitar Blizzards	Chinook Black Stars Scimitar Blizzards Lads Club O35B	Silver Bronze 6 <sup>th</sup>
<b>MASTER'S ONE</b>	Titans United Eagles		Melrose Alliance Dacia-RCCAC		
<b>MASTER'S TWO</b>	Southside Rangers O35 Portuguese LUSO United Soccer		Lions – Ship & Anchor Portuguese LUSO United Soccer		
<b>MASTER'S THREE</b>	Dacia-RCCAC Maccabi		Andinos Wolves Soccer Group		
<b>MASTER'S FOUR</b>			Eldorado Kickers C Red Devils O35B		
<b>OVER 45A</b>	Lads Club O45A Rangers FC O45		Villains Alumni O45A Lads Club O45A		
<b>OVER 45B</b>	Lads Club O45B Eagles O45		Lads Club O45B Villains Alumni O45B		
<b>OVER 45C</b>			Beddington United Calgary Gunners FC O45		

CITY CUP CHAMPIONS 2008	
<b>BLACK CUP</b>	<b>Callies Major</b>
<b>CALGARY CUP</b>	<b>Darts Foothills 3</b>
<b>TONY MARQUES MEMORIAL CUP</b>	<b>Ginos Drillers</b>
<b>JOHN BURNS MEMORIAL CUP</b>	<b>Hungaria Neighbourhoods</b>
<b>CENTENNIAL CUP</b>	<b>Cyclones O35</b>
<b>RILEY CUP</b>	<b>CPA Blues</b>
<b>KAISER CUP</b>	<b>Villains Alumni</b>





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## CUSA AWARDS

Annually CUSA awards some or all of the following awards to recognize individuals within the soccer community. These were the presentations from the CSF Banquet March 2008

### LIFE MEMBER



Peter & Elisabeth Moonen

**LIFE MEMBER** This award is presented to the individual(s) for years of outstanding contribution and unselfish effort towards the growth of the Calgary United Soccer Association.

2008 Recipient: **PETER MOONEN**

### AWARD OF MERIT



Joe Skrit

#### AWARD OF MERIT

This award is presented to the individual(s) for time and services rendered in support of the Calgary United Soccer Association and its members.

2008 Recipients were:

**BILL ARNETT, JOSIP SKRTIC AND PETER FISCHER (no photo)**

#### JACK BUCKLER AWARD

Awarded for the most outstanding contribution to the sport of soccer within Calgary and area.

2008 Recipient:

**KIERAN MCGARRIGLE**



Kieran McGarrigle



Bill Arnett & MC John Fisher

#### PRESIDENT'S AWARD

Awarded to an individual who has displayed a dedication in their support and contribution towards the programs of the Calgary United Soccer Association.

2008 Recipient: **ROGER HUGHSON (no photo)**





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## OVER 55 INITIATIVE

In September the first steps were taken toward the establishment of a league for the players who are Over 55. Work will continue over the winter months to determine the league details.

The initial weekend saw 6 teams participate in the inaugural Kaiser Cup, named after Bernie Kaiser and donated by Lads Club.



**Bernie Kaiser in action**



**Explorers vs.  
Southside Rangers**



**Southside Rangers vs. NSD**



**Villains Alumni vs. Explorers**



**Gunners vs.  
Lads Club**

## ALL STAR SUNDAY

2008 was the second year for CUSA to offer the All Star Program. Over 70 percent of the eligible participants joined in the event.

The 2009 All Star Game is scheduled for February 8<sup>th</sup>. The goal is to continue to expand the program, increase the participation of the membership and to show case the talent of the CUSA players in all the divisions.

## CALGARY UNITED FC

CUSA is pleased to support the Calgary franchise in the Canadian Major Indoor Soccer League as it enters into its third season of play. Players and coaches are members within the Alberta Major League in the Outdoor Season. For the 2008 09 campaign the Club will be based at the Calgary Soccer Centre.



### 2009 CUFC Full Schedule

11-01-2008	Denver (home)	5 – 3 W
11-02-2008	Denver (home)	5 – 2 W
11-22-2008	Edmonton (home)	7PM
11-28-2008	St. Louis (away)	(St. Louis)
11-29-2008	Texas (away)	(Dallas)
12-06-2008	Saskatoon (home)	7PM
12-07-2008	Saskatoon (home)	1PM
01-03-2009	Stockton (away)	(Stockton, Ca)
01-04-2009	Wenatchee (away)	(Washington)
01-10-2009	Edmonton (home)	7PM
01-23-2009	Saskatoon (away)	(double-header)
02-21-2009	Wenatchee (home)	7PM
02-27-2009	Edmonton (away)	(double-header)
03-07-2009	Texas (home)	7PM
03-08-2009	CIMSL PLAY OFF	1PM Calgary

### REALITY CHECK ✓

288	Active registered players over 50
4,160	Indoor Players
5,338	Outdoor Players





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## MEMBERSHIP SUPPORT



### KID SPORT SPONSORSHIP

The Kidsport Society of Calgary has been providing assistance to children in need for the past 12 years. They work closely with families and local sport clubs to help pay registration fees and distribute the necessary equipment that allows low-income kids to get active and engaged in sports. Since 1995, KidSport Calgary has distributed more than \$2 million in support of kids in Calgary and the surrounding communities. Help KidSport Calgary continue to motivate kids to play, because healthy kids make healthy adults.

Within Alberta over 976 soccer players received assistance through Kid Sport. In 2007 \$6,960 was spent toward assisting individuals to become involved with soccer. CUSA support to this program for 2008 was \$7,811.32.

For more information on the program go to the web site at [www.kidsportcalgary.ca](http://www.kidsportcalgary.ca).



### MIKE METCALFE 30 HOUR SOCCER MARATHON

The Mike Metcalfe 30 Hour Soccer Marathon began in the fall of 2004 after Mike was diagnosed with testicular cancer. Friends of Mike came together to make a difference after watching him endure over 500 hours of chemotherapy and treatment for his cancer. Since Mike is an avid soccer player, the concept of a 30 hour soccer marathon seemed fitting.

To date, over \$177,000 has been raised for the purchase of equipment for the cancer units at Foothills Medical Centre.

The 2008 Soccer Marathon (the 5th annual) will be the biggest ever! The goal is to raise \$80,000 for the Calgary Health Trust towards the purchase of equipment to assist in the accurate diagnosis of cancer in and around the lungs (Electromagnetic Navigation System for Bronchoscopy).

CUSA Membership contributed \$5,742.47 to support this program in 2008.

For more information on the program go to the web site at [www.soccermarathon.org](http://www.soccermarathon.org).



### HOMELESS WORLD CUP OF SOCCER

The Homeless World Cup is an annual, international football tournament, uniting teams of people who are homeless and excluded to take a once in a lifetime opportunity to represent their country and change their lives forever. It has triggered and supports grass roots football projects in over 60 nations working with over 25,000 homeless and excluded people throughout the year.

The impact is consistently significant year on year with 73% of players changing their lives for the better by coming off drugs and alcohol, moving into jobs, education, homes, training, reuniting with families and even going on to become players and coaches for pro or semi-pro football teams.

The 2008 Street Soccer Canada Nationals were hosted in Calgary September 13, 14, 2008 with the Vancouver Dream Catchers clinching the title in a penalty kick win over Toronto.

This competition in addition to crowning a National Champion was also used as an identification process for team selection for the 2008 Homeless World Cup set for Melbourne in December. The local program consists of Calgary Downtown Dawgs and is managed and coached by CUSA Member Kevin Scullion.

CUSA Membership support to the 2008 program was \$3,981.13.

For more information on the program go to the web site at [www.homelessworldcup.org](http://www.homelessworldcup.org).





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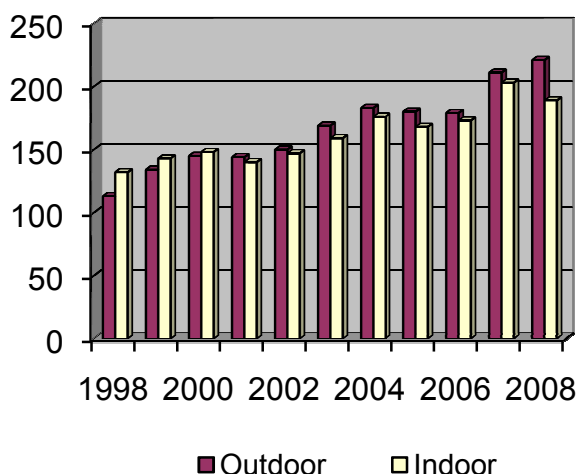


## LEAGUE DEMOGRAPHICS

Calgary has the second fastest rate of growth in Canada in children aged 14 and under. This rate is at 18.4% in 2006. In the next two years this age group will start to move into senior programs.

In the past 10 years CUSA continues to show strong growth annually. This aligns with the trend within Canada where soccer is the only sport that has shown growth annually in the past 25 years.

### CUSA Team Registration



Within Calgary the fastest growing segment of the soccer community is the CSF Coed Indoor Soccer. While this growth has helped expand the numbers of individuals participating in the game it has also impacts the resources available for the sport, namely facilities and referees.

### REALITY CHECK ✓

In June 2008 Statistics Canada released its Kid's Sport Report.

- 20% of young people play soccer
- Only sport to see an increase in youth participation since 1996
- Soccer has the highest participation rate of any sport for youth 5 – 14. (*This age group can start to play in CUSA in 2010*).

## COMMUNICATION

**CUSA REPRESENTATIVE:**  
**MARC BOIVIN**

Keeping with the commitment to increase communication to the CUSA Membership the Newsletter was initiated in July. The goal is for this tool to provide monthly updates to the membership on your Board's activity and projects. We would encourage you to provide suggestions and topics for future issues.



## WEBSITE

### REVITALIZATION

Continuing on the path of improved and increased communication with its members, CUSA has entered into an agreement with Suitcase Interactive to provide recommendations as to how we revitalize the web site. As part of this process they will be contacting a number of current CUSA Members to determine the kind of information players, coaches and managers would like to see on the web site.

This initiative will be partially funded through the reallocation of funds received from monies previously held by Kings Bingo in their building fund.





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## FACILITIES COMMITTEE NECCS

**CUSA REPRESENTATIVE:**  
**PETAR GRUBOR**



\$1 Million cheque presentation from Calgary Soccer Members. CUSA membership committed \$40,000 per year for the next 4 years.

The Genesis Centre will provide a full complement of fitness, health and recreation services, facilities for large cultural events and a variety of social services, in addition to the above noted soccer facilities. Calgary City Council has committed \$70 million to the \$125 million project, which on May 12<sup>th</sup>, 2008 received unanimous approval to move forward into detailed design. The Genesis Centre partnership is raising the remaining \$45 million balance through individual Capital Campaigns, and from the Federal and Provincial grant programs. The CSF \$1 million contribution is part of the NECCS \$15 million "Completing the Dream Together" community campaign. Genesis Land Development Corporation who gave \$5 million in February for the facility naming rights.

Construction summer 2009 to fall 2011. First games in new facility anticipated September 2011. Soccer has access to 80% of the field time guaranteed.



## BROADVIEW UPDATE

**CUSA REPRESENTATIVE:**  
**BILL MALONE**



- Dressing room revitalization
- Deck & stairway
- Vertical seeding of field

## FIFA U20 LEGACY EQUIPMENT



- Player Benches & Shelters
- Official's Shelter
- FIFA Goal Frames, nets & flags

Pending Work on site includes the siding of the two dressing room trailers and the installation of the irrigation. The renovations to the trailers were funded through the funds obtained from the Province of Alberta CFEP Grant received for Broadview upgrades.

Funding for the irrigation has been obtained through the City of Calgary Capital Conservation Grant Program. Work on the installation will commence in the spring of 2009.





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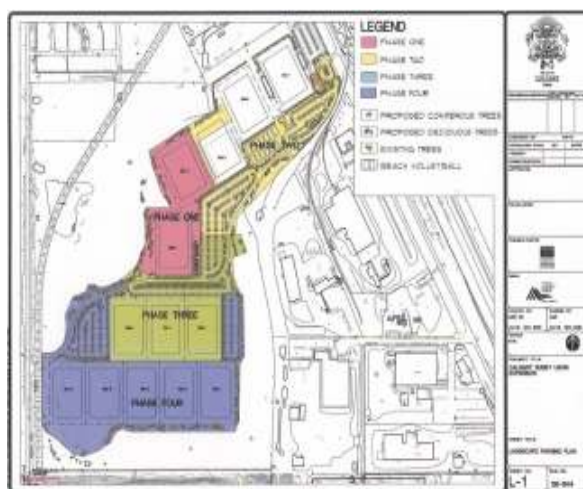


## CUSA REPRESENTATIVES:

**ANGUS SMITH, BILL MALONE, DAVE RANDALL**

## PROJECT UPDATE:

- Fill for phases 1 & 2 hauled and levelled.
- Province of Alberta Major Facility Grant application submitted April 2008.
- Proposal from ECCO Waste Management submitted to City of Calgary as a potential complementary project in the redevelopment of the brown field site.



## SHEPPARD COMMUNITY ASSOCIATION

### CUSA REPRESENTATIVES:

**ANGUS SMITH, ROB SAVARD**

Soccer undertook preliminary discussions with the Sheppard Community Association to determine if there was sufficient opportunity to pursue a partnership or development at their location. It has been determined that at this point in time the opportunity does not align with current priorities and funding abilities of the local soccer community.

This initiative may be pursued at a time in the future should conditions change.

## SAIT TROJANS SOCCER

For the 2008 season the SAIT Trojans Men's & Women's Soccer Teams utilized Broadview as their home pitch. The 2008 Season proved to be very successful with the Men capturing their 1<sup>st</sup> ACAC and hosted the ACAC Playoffs at Broadview.



This is the second time in the past five years that CUSA has assisted a local College with field access. For the 2003 & 2004 seasons Mount Royal College utilized Broadview while their outdoor fields were being developed. As the result of that access CUSA and CWSA now benefit with league play access to three of the fields at MRC.

## REALITY CHECK ✓

750+	Games rescheduled due to weather conditions.
57	Days Foothills 6 closed for water main repairs.
19	Days Glenmore 1 closed for track upgrades.
11	Days Rotary Challenger Park closed for turf repairs.
1,700	Indoor Games Played
2,500	Outdoor Games Played





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## ARTIFICIAL TURF PROJECT

### CUSA REPRESENTATIVES:

**ROB SAVARD, BILL MALONE, DAVE RANDALL**

During the summer of 2008 the member associations of the Calgary Soccer Federation undertook a project to investigate the feasibility of and build a business case for the installation of Artificial Turf Rectangular Sport Fields within the City of Calgary. As part of this process consultants were hired and the report, ***CALGARY SOCCER FEDERATION A Business Case for the Development of Artificial Turf Fields*** developed.

### EXECUTIVE SUMMARY

#### **Cost Revenue**

The estimated capital cost to construct seven new artificial turf playing fields at the two Calgary soccer centres is \$15.2 million which compares favourably with the \$15.1 million it would cost to construct ten new natural grass playing fields of equivalent capacity, but of lower quality and requiring increased land use by the City of Calgary.

On a per field basis, the capital cost for artificial turf fields exceeds the cost of natural turf fields by amounts ranging from \$427,000 to \$758,000. However, the increased annual capacity for use of an artificial turf field exceeds a natural turf field by 579 hours, which by very conservative estimates, results in an artificial turf field more than doubling the capacity of a natural turf field on the same land. The net revenue per artificial turf field over a ten year period is \$421, 302 after paying for artificial turf replacement costs of \$852,000. This represents total net revenue for seven fields of \$3 million after paying for the installation cost of new fields for the next ten year period.

#### **Cost Avoidance**

The economic benefits accruing to the City of Calgary related to the construction of seven new artificial turf fields at the Calgary Soccer Centre and Calgary West Soccer Centre indicates a conservative case for capital cost avoidance equivalent to the construction of 10 new natural turf fields or approximately \$20 million (\$15 million for field construction and \$5 million in land costs).

#### **Sustainability**

As shown in Tables 1 and Table 2, the ability to charge a higher field rental rate with minimum operational cost per field results in an effective, sustainable operation achieving ten year life cycle revenue (net of expenses but before replacement costs) for one field of approximately \$1.3 million or \$8.9 million in revenue for the seven artificial turf project.

#### **Qualitative Benefits**

Artificial turf fields can be used day in and day out without excessive wear, meaning an artificial turf field has double the usable hours of a natural turf field.

By being able to have doubled the hours on the same size of field, there is an ability to more effectively utilize present and future land inventories by reducing City of Calgary land use requirements for rectangular playing fields.

Where natural grass fields may be unusable when muddy or frozen, the artificial turf field can be used safely and without damage. The

normal 25% of rescheduling that occurs during an outdoor season can be reduced dramatically, thus stabilizing the user and referee schedules.

By doubling the hours of use though the season and extending the shoulder season, artificial turf fields provide more athletic and recreational opportunities.

### **REALITY CHECK ✓**

In a study cited in the British Journal of Sports Medicine 2006 with an Objective to compare risk of injury in elite football played on artificial turf compared to natural grass the study found that:

- The data show no increase in injury incidence when elite football is played on artificial turf as opposed to natural grass.
- From the medical point of view, there is no contraindication to the expansion of artificial turf technology.

In a Penn State Study, *Evaluation of Playing Surface Characteristics of Various In-Filled Systems* the researchers found that although similarities in injury occurrence existed between Field Turf and natural grass fields over a five-year period of competitive play, there were significant differences in injury time loss, injury mechanism, anatomical location of injury, and type of tissue injured between playing surfaces.





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The artificial turf fields can easily be relined for other sports – enhancing the ability to expand multi-sport programs and seasons.

Unlike natural grass turf, artificial turf requires no irrigation or the ongoing application of both fertilizers and pesticides. It is an environmentally friendly alternative to existing options.

While artificial turf is not maintenance free, it requires much less care than a natural grass field. Artificial turf fields do not need to be cut or lined for primary use making such fields a cost effective alternative to existing options.

Because of the substructure design of an artificial turf field and the consistency in the applied top layer of turf, there is a more consistent field characteristic than natural turf. Playing surfaces retain a consistent standard that does not change with the amount of use, temperature or amount of rain.

Locating several artificial fields at fewer locations increases the number of tournaments local Calgary sports organizations can host. The construction of fields that have a consistent and high quality of play allows municipal, provincial and national sports organizations to regard Calgary as an attractive venue to host national and international competitions and events.

Table 1 Calgary Soccer Centre 10 Year Pro Forma 1 and 5 Artificial Turf Fields

1 Field Year	Rev	Exp.	Net	5 Fields Year	Rev.	Exp.	Variance + ( - )
1	75,705	22,200	53,505	1	378,525	111,000	267,525
2	95,460	23,088	72,372	2	477,300	115,440	361,860
3	123,060	24,011	99,049	3	615,300	120,055	495,245
4	140,310	24,971	115,339	4	701,550	124,855	576,695
5	159,390	25,970	133,420	5	796,950	129,849	667,100
6	169,320	27,008	142,312	6	846,600	135,040	711,560
7	179,250	28,088	151,162	7	896,250	140,440	755,810
8	189,180	29,212	159,968	8	945,900	146,060	799,840
9	199,110	30,380	168,730	9	995,550	151,900	843,650
10	209,040	31,595	177,445	10	1,045,200	157,975	887,225
Sub Total	1,539,825	266,523	1,273,302		7,699,125	1,332,614	6,366,510
Turf Replacement			852,000				4,260,000
NET TOTAL			421,302				2,106,510

Table 2 Calgary West Soccer Centre 10 Year Pro Forma for 1 and 2 Artificial Turf Fields

1 Field Year	Rev	Exp.	Net	2 Fields Year	Rev.	Exp.	Variance + ( - )
1	75,705	19,200	56,505	1	151,410	38,400	113,010
2	95,460	19,968	75,492	2	190,920	39,936	150,984
3	123,060	20,767	102,293	3	246,120	41,534	204,586
4	140,310	21,597	118,713	4	280,620	43,194	237,426
5	159,390	22,461	136,929	5	318,780	44,922	273,858
6	169,320	23,360	145,960	6	338,640	46,720	291,920
7	179,250	24,294	154,956	7	358,500	48,588	309,912
8	189,180	25,266	163,914	8	378,360	50,532	327,828
9	199,110	26,277	172,833	9	398,220	52,554	345,666
10	209,040	27,328	181,712	10	418,080	54,656	363,424
Sub Total	1,539,825	230,518	1,309,307		3,079,650	461,036	2,618,614
Turf Replacement							
NET TOTAL							2,618,614





# 2008 ANNUAL REPORT



## ARTIFICIAL TURF A TRIPLE WIN

### CITY OF CALGARY

- Immediate address to rectangular field deficit.
- Sustainable project that will not require operational funding from the City.
- A cost avoidance of \$18 to 20 Million for the City.
- The \$4 million funding ask is from the MSI funds.

### CALGARY SPORT COUNCIL

- Project aligns with priorities identified within the Team Spirit Report.
- Multi sport collaborative effort.

### CALGARY SPORT

- Soccer and other rectangular sport field users will be able play and practice on the same facility.

## CURRENT PROJECT STATUS

- Calgary Soccer Community has put together Artificial Turf Committee (ATC) to be the lead (July 2008).
- Business Case developed by Benchmark Projects and Gavcan Consultants (October 2008)
- Representatives from ATC accompanied Senior Representatives from City of Calgary to Toronto to complete site tour of 9 venues, 4 different products. (October 2008)
- Consultants retained for:
  - Geotechnical work at Calgary Soccer Centre & Calgary West Soccer Centre (CWSC)
  - Storm Water Management Plan on both sites
  - Fund Development and Communication Consultant (Ross Marsh)
  - In discussion to development of Calgary Sport Foundation – facility development focus
  - RFP in development for product selection
  - RFP in development for Architect / engineering consultant

- RFP in development for civil work (sub base construction)

## FINANCIAL CONTRIBUTIONS

Soccer has committed from within own operations \$205,000 to project.

	CMSA	CWSA	CUSA	Total
Project Scope & Development of Business Case.	\$25k	\$15k	\$15k	\$55k
Design and Tender Development, Project Activation.	\$50k	\$50k	\$50k	\$150k

## THE NEXT STEPS

- Continue our meetings with the various Alderman and City Administration to raise awareness of the project and its benefits.
- Continued liaison with Calgary Sport Council on project support and implementation.
- Continued refinement of Fund Development and Communication Plans
  - Capital campaign to be undertaken
  - Review and submission of Grant applications
  - Soccer Membership will be asked for a commitment to project
- Continued work towards the establishment of a Calgary Sport Facility Foundation.
- Continued work towards future opportunities and partnerships for artificial turf fields city wide.
- Construction of fields in spring / summer 2009.

## MEMBERSHIP ENGAGEMENT

- Initial membership awareness at AGM.
- Membership activation – communication and tools will provide.
  - Web information
  - Email campaign
  - Other communication
- Capital campaign communicated to membership and selected corporate members.

## ARTIFICIAL TURF BENEFITS

A review of the **Business Case** regarding installation of artificial turf fields at The Calgary Soccer Centre and the Calgary West Soccer Centre reveals:



# 2008 ANNUAL REPORT



## **Adaptable Design**

Provide adaptable space for multi sport and other future opportunities

Serve the functional needs of numerous sport activities at one location

## **Community Wellness**

Through the provision of the capacity equivalent of 10 new natural turf fields, increase health, well being and social development opportunities

## **Accessibility**

Maximize potential of existing fields by doubling their potential for traditional season usage and tripling their potential in expanded season usage. These same numbers could be applied to expanded program potential

Provide a venue for non traditional activities such as special events. Users will be able to access the use of the site for use such as marching bands, major fundraisers (walk for the cure) special needs and school programs.

## **Sustainability**

Artificial turf fields are not only economically sustainable, they generate sufficient revenue to pay for lifecycle and maintenance costs, operating reserves, and contributes to the future development of sport and facilities.

## **Activity Coverage**

Instantly create an environment capable of providing stable practice, play and tournament performance at a level of quality and efficiency currently unavailable in Calgary

Through the enhancement of existing facilities, significantly contributes to the development of multi sport excellence

## **Sports Tourism**

The installation of artificial turf at existing facilities will create national and international sport tourism venues with associated economic benefits.

## **Capital Funding**

Not only establishes a real and present need for capital expenditures, but provides innovative funding alternatives

Provides a cost avoidance potential in excess of \$20 MM

Establishes significant cost/benefit economics demonstrating the priority need for the construction of artificial turf fields

## **Operational Funding**

Clearly establishes the sustainability of artificial turf fields

## **Key Stakeholders**

This proposal significantly benefits both the providers and multi sport users of rectangular outdoor fields

Provides an innovative and immediate solution to address the critical shortage of rectangular outdoor field facilities in the City.

## **Conclusion**

The soccer community has identified an alternative sports recreation facility model to address a shortage of rectangular fields in the City of Calgary that will double the capacity of existing fields and double the capacity of new fields. Artificial turf outdoor fields should be part of a necessary and economic management tool advancing rectangular field sport in Calgary.





# 2008 ANNUAL REPORT



## DISCIPLINE

### CUSA REPRESENTATIVES:

**MIKE OLIVER, BILL MALONE**

The league discipline is managed through a committee comprised of two rotating chairs representing the Board of Directors, a member at large and a referee.

Each season individuals are sought to fill the various positions on the committee. It allows those individuals who attend the hearing to have a representation of their peers determine what the appropriate penalty for their actions will be.

## REFEREE DEVELOPMENT

### CUSA REPRESENTATIVE:

**LAURIE STEIN, BILL MALONE**

As leagues grow the demands on the quality and quantity of game officials also grows. Within Calgary and the province of Alberta there has been an identified deficit between the growth of the sport and growth in the official's numbers. To help address this issue efforts have been focused on development and implementation of recruitment, mentorship and retention programs.

Locally a number of changes have been incorporated into the Referee Program in the past year. The program for referee scheduling and payment has been changed to Arbiter. For the majority of the teams you may notice some changes to the officials assigned to your games while the full scope of the software's capabilities are implemented in Calgary.

The Referee Evaluations that each team is encouraged to complete following each league game does impact the development of the referees. Those evaluations are reviewed and considered when officials are both upgraded and demoted in their ratings for games. Your comments are also used as teaching tools to help officials improve their skills and correct errors that could be occurring. In the same light the complements on a good game are also positive reinforcement to the officials.

Calgary is always recruiting individuals to become an official. Currently there are approximately 300 active officials registered in Calgary. In any given month that number decreases to 150 – 200 being available for game assignments. With over 7,000 games in a season that requires officials to be able to officiate over 23 games a season. It is important to

remember that a number of the officials also play, coach and have family and work commitments on top of the time they dedicate to officiate the game.

Teams are encouraged to do their part in recruiting individuals to become officials, respecting those that do officiate and ensure that when asked provided the required support to those that do volunteer to officiate or be your linesmen.

Referee Courses are offered year round. Contact the league office for more details on how you can become involved.



### **REALITY CHECK** ✓

222	Discipline Cases for Committee in Outdoor
99	Discipline Hearings held in Outdoor
24	Volunteers on Discipline Committee
20	Evenings for Outdoor Discipline
300	Active Referees within Calgary
7000	total games for outdoor season between CUSA, CWSA, CMSA and Coed





# 2008 ANNUAL REPORT



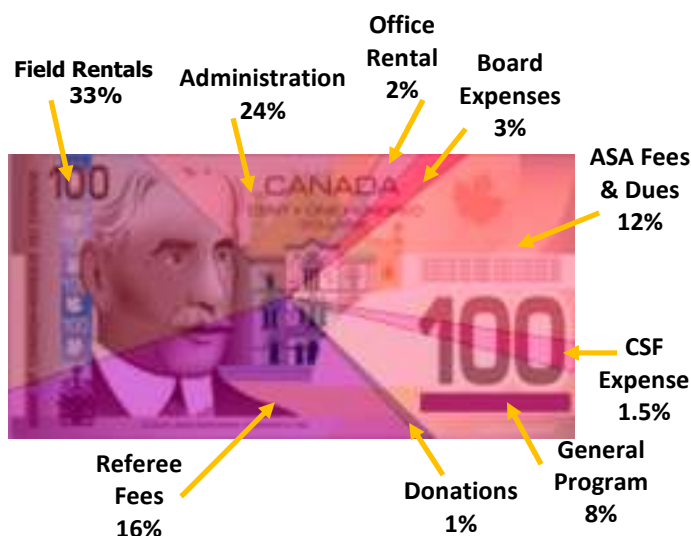
## FINANCE

CUSA REPRESENTATIVE:

DAVID INHABER, FCMA

## HOW YOUR FEES ARE UTILIZED

### EXPENDITURES



### EXPENDITURES

Key changes in 2007 08 fiscal year.

- Office rent \$2,500 per mo.
- Field rentals both indoor and outdoor experienced 5% increases.
- Move away from community fields to Athletic Park or equivalent for outdoor showed incremental cost.
- General Program expenses include team awards, team travel, team meetings and referee course subsidy.

Anticipated changes for 2008 09

- New 3 year office lease, increased to \$2,700 per mo.
- Increases in affiliation fees to ASA and CSA.

### REVENUES

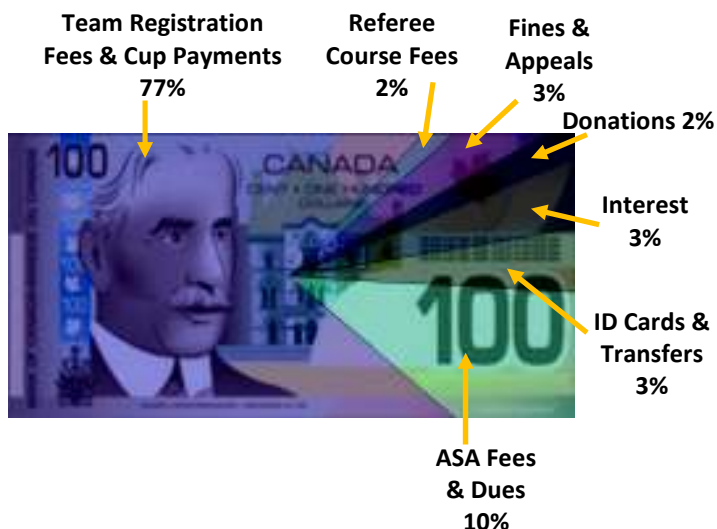
Key changes in 2007 08 fiscal year.

- Team Fees comprised the majority of the operational revenue for the league. Casino funds were utilized for payments of field rentals and for capital repairs at Broadview.
- Portion of fees transfer directly onto ASA for provincial program operations.
- Donations are the membership contributions to KidSport, Homeless World Cup and 30 Hour Soccer Marathon.
- Not included in revenues is the Future Facility Contributions. In 2007 08 CUSA Members contributed \$51k to fund.
- Investments of CUSA Future Facility Funds and operational surpluses have netted CUSA an additional \$39k in interest revenue.
- The average player contributes \$9 per game

Anticipated changes for 2008 09

- Casino in January – portion of revenue will be used for field rentals and referee fees.
- Investigating 3<sup>rd</sup> party revenue options as part of the web site redesign.

### REVENUES





# 2008 ANNUAL REPORT



## ALBERTA SOCCER ASSOCIATION



### CUSA REPRESENTATIVES:

Colin Innes – Director of Finance  
Bill Malone – AMSL  
Commissioner

The Alberta Soccer Association is the largest sport association in Alberta with a membership of over 140,000 in 2008. This compares to the 867,869 total registered players within Canada in 2007. Alberta makes up 10% of the total registered players in Canada, the fourth largest province behind Ontario (44%), Quebec (19%) and British Columbia (14%).

Within Alberta 78% of the membership is registered youth with 22% senior. 55% of all participants are male and 45% female.

## BUDGET ALLOCATIONS

The membership fees that Alberta Soccer collects from all participants are utilized for the delivery of the provincial programs. These include the provincial competitions, referee development, coaching development, youth player development and individual player insurance. A portion of all fees paid to ASA are also passed on to Canadian Soccer through to FIFA as outlined below.



**Total per player levy \$16**



## CANADIAN SOCCER ASSOCIATION

Colin Innes – Finance Committee

Canadian Soccer has begun to implement the Long Term Player Development model being endorsed by all sport bodies within Canada. With the implementation of this new program the coaching program within soccer is being redesigned and the new courses will be available in time for the 2009 season.



## MAJOR 2013 MILESTONES

- \$25 Million + is the annual budget of CSA
- World Cup qualification obtained by Sr. Men's Team
- A medal achieved by Sr. Women's National Team at either a World Cup or Olympics
- Secured a World Cup bid to host FIFA Women's World Cup 2015
- A Million + registered players with CSA

### REALITY CHECK ✓

A study by Caminata Consulting (2003), found the overall taxation revenue in Calgary resulting from amateur sport-related spending in Calgary totalled \$189.2 million. This includes \$123.0 million in federal taxation revenues, \$47.5 million in provincial taxes and \$18.7 million in municipal tax.



# 2008 ANNUAL REPORT



## REPORTS

Throughout the past 12 months members of the Board and Administration of CUSA have been involved in a number of research projects that help build the business case for the need for future facilities along with other programming areas within the sport of Soccer. Below are excerpts of what this research summarizes and how it relates to current initiatives.

### CALGARY SOCCER FEDERATION

#### *Soccer Study on Participation and Facilities*

This report was received in December of 2007 and helps provide some strategic direction for the sport of soccer in Calgary.

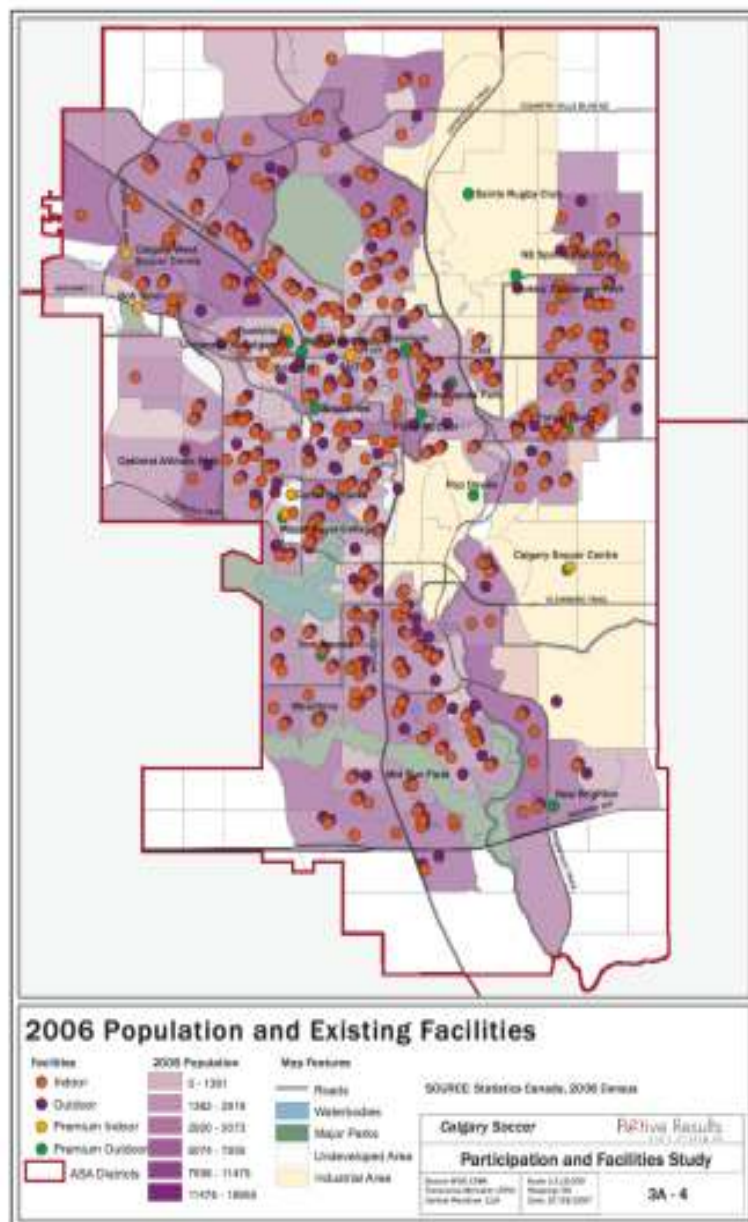
#### KEY FINDINGS:

From the membership survey:

- 55% of players had only one practice session for each game played. 27% had two practices per game.
- 80% participate in both indoor and outdoor leagues.
- 78% participate in a league, 24% participate in community associations.
- 84% of coaches responding coach only soccer.
- The majority of active officials are Level 3.
- Individuals were asked their perception about violence on the field of play. 23% felt it had increased, 69% remains the same and 18% perceived that violence was increasing away from the field of play.
- When asked to rate the quality of facility being used:
 

	Poor	Fair	Good	Excellent	Not Sure
Outdoor	11%	35%	42%	10%	3%
Indoor	5%	15%	43%	36%	2%
- When asked in facilities were regulation size 64% Yes, 11% no and 25% were not sure.

A significant amount of the data collected was then mapped to provide a very graphic view of the City and the impacts of soccer. The map below demonstrates the various population levels throughout Calgary along with locations of both indoor and outdoor venues.





# 2008 ANNUAL REPORT



The report focused on the four pillars for soccer:

## PILLAR ONE: PARTICIPATION

### Key Participation Comments

- Understanding the demographic profile of Calgary and the surrounding communities that participate in Calgary Soccer.
- Core members of CUSA, CWSA, CMSA, and Coed.
- Focus on key age groups of 5-14 and 45 plus as a long term planning tool.
- Ethnic diversity and impact has on growth in soccer in Calgary, but also in terms of coaching and officiating needs.
- Calgary is no longer dominated by quadrants, but rather is defined by separation by major roadways.
- Long term athlete development support.
- New strategies for tournament events.
- Partnership potential with surrounding municipalities, as Calgary Soccer membership extends well beyond City of Calgary boundaries.
- 9% of soccer membership plan to continue to participate, focus on the positive growth potential.
- Improve linkage of a shared membership database for Calgary Soccer between core members.

## PILLAR TWO: COACHING

### Coaching Foundation

To ensure that a successful coaching structure is in place coach education in soccer must be built around five core competencies. These competencies include critical thinking, problem solving, interaction, leadership and valuing.

### Key Coaching Comments

- What are the coaching needs of soccer in Calgary?
- Is coaching development supported not only within the Calgary Soccer Federation, but at provincial and national levels?
- Continued efforts to develop mentor programs to develop coaches. This must apply not only in training scenarios, but also game scenarios.
- Encourage professional develop of coaches.
- Link to Long Term Coaching Development. Is the NCCP process being followed? How is foreign coaching credentials being recognized? Is there an equivalency process?
- Create opportunities for women in coaching.
- Approach both major school boards in Calgary to provide coach education and participant opportunities as past of the provincial "daily physical activity" initiative.
- Define clear pathways for coaching movement with age groups. Encourage high quality coaching at the youngest age groups.

## PILLAR THREE: OFFICIATING

### Officiating Foundation

To ensure that a successful officiating structure is in place official's education in soccer must be built around five core competencies. These competencies include critical thinking, problem solving, interaction, leadership and valuing.

### Key Officiating Comments

- How can we encourage our senior officials to remain involved, especially in mentor roles?
- Many individuals have been trained, but remain inactive in the officiating role. What is the mitigation strategy to reverse this trend?
- Continued efforts to develop mentor programs to develop officials. This must apply not only in training scenarios, but also game scenarios.
- Encourage professional development of officials.
- Link to Long Term Officials Development. How is foreign coaching credentials being recognized? Is there an equivalency process?
- Create opportunities for women in officiating.
- Approach both major school boards in Calgary to provide official education and participant opportunities as past of the provincial "daily physical activity" initiative.
- Define clear pathways for officiating movement with age groups. Encourage high quality officiating at the youngest age groups.

## PILLAR FOUR: FACILITIES

### Key Participation Comments

- Availability of safe, clean, welcoming facilities.
- Assessment of value of turf conversations versus grass surfaces. This must be done in conjunction with the location and its draw as a primary venue and with practical; access relative to other primary venues in Calgary.
- Partnership opportunities with other field sponsors.
- Link to tournament potential in terms of both the sport venue but also the peripheral items such as hotels and restaurants that lend themselves to a festival atmosphere.
- Continued efforts to acquire permit/booking data from the City of Calgary to better coordinate field bookings and usage, hence better management of facility access relative to availability of facilities and demand on the facilities.
- Consideration of the various age groups and types of play, for example CMSA versus Coed soccer needs relative to facility availability.
- Assess locations of new facilities based on facility location relative to demographic growth, available space (i.e. more than 5 field footprint), other quality facilities and transportation corridors.





# 2008 ANNUAL REPORT



## CITY OF CALGARY AND CALGARY SPORT COUNCIL REPORT:

TEAM Spirit: Advancing Amateur Sport for all Calgarians. *A 10 Year Strategic Plan for Sport Facility Development and Enhancement.*

### Executive Summary Exerts

Calgarians are passionate about amateur sport. Approximately 320,000 sport participants actively engage in 85 different sport activities.

To further advance the benefits of amateur sport in the city and address future facility needs, the Calgary Sports Council in conjunction with The City of Calgary developed a Strategic Plan to establish priorities for sport facility development and enhancement over the next ten years.

### Issues to Address Further Develop Sport in Calgary

- Sport participation increases, Facility Development have not kept pace.
- Sport organizations are challenged to develop, operate and use facilities.
- There is a need to enhance access to sport facilities.
- All Calgarians should have opportunities to participate in sport.
- Funding has been announced for major facility initiatives.

A prioritized list of facility types was established to provide guidance for the Calgary Sport Council and The City of Calgary to address the needs of sport and reduce or eliminate gaps in the supply of facilities within the community.

### Facility Type Priorities - Primary

Gymnasias – Large	Outdoor Fields – Diamond
Gymnasias – Small / Medium	Outdoor Fields – Open Spaces
Indoor Fields – Rectangular	Outdoor Fields – Rectangular
Indoor Ice Arenas	Outdoor Tracks
Indoor Tracks	
Multi-Purpose Rooms	

Note – those hi-lited are used by soccer among other users

The complete report can be read at [www.calgarysportcouncil.ca](http://www.calgarysportcouncil.ca)



### REALITY CHECK ✓

A study by Caminata Consulting (2003), found:

- Based the economic impact statement, amateur sport in Calgary contributed 1.2% to the city's gross domestic product and 1.8% to employment in 2002.
- The amateur sport sector accounted for \$309.9 million in labour income in Calgary in 2002, which translates into approximately 11,537 jobs.

