



MANITOBA MAJOR SOCCER LEAGUE

Executive Director Year End Report 2024

To MMSL teams, officials, and players,

Before I begin, I would like to start with a word of thanks to our MMSL President Richard Lochhead, Vice-President Don Campbell, Vice President Ian Hyslop and the entire MMSL Board of Directors. We are all grateful for your work in reviewing and ensuring the league is on solid ground.

Thanks again to our Summer Students Colin Corrigan and Terence Fung. who faithfully updated the league's game scores, tables, player stats, discipline and videos throughout the summer season. A thank you also goes to our bookkeeper and business advisor Stacy Stanley Young ensuring our books are correct and prepared for our yearly audit.

Finance:

We were thrown a few curve balls this year, mainly with the unexpected change in grant policy by the Provincial government, resulting in us not receiving funding for additional students. Our indoor season saw a continued growth and again teams were unable to join due to a lack of available fields times. Overall outstanding amounts from teams have declined with an extra focus on collections. Additionally, the league hired 2 part time employees as league operations were becoming increasingly unmanageable for one staff. We were successful in creating an additional revenue stream for the league, as the League Youtube channel has begun to pay out albeit small amounts. This should increase over time. We have also been successful in developing several smaller sponsor partnerships for the league, while continuing to search for a title sponsor for the league.

Marketing:

The league continues to focus its marketing efforts into 2 main areas, studying our approach to sponsors and our use of in house VEO video capturing by MMSL summer students and staff. The videos continue to be extremely popular especially among new teams and has become part of the overall experience to teams. The hiring of Keith Bennett, with a focus on social media growth, we have added short form clip videos highlighting our members. Some videos have in fact gone viral and hit over 100k views.

The Valour Pro Pitch experience was enjoyed by fewer teams this year, with many teams unable to participate again due to limited spots. There have been internal changes to the Valour Football Club that we expect will benefit our teams that choose the Valour Pro Pitch Experience this coming year.

Competition:

For indoor 2023/24, the league had 56 teams registered an increase of 6 from previous season. Outdoor 2024 was joined by 68 teams, a decrease of 6 teams from the previous year.

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The revised competition format adding Division 3 as an entry point has been successful and will continue, as the interest generated from this move has been significant. We will be refining the playoff approach for that division going forward.

Looking forward to 2025:

MMSL Draft Day 4 is in planning stages for a later event but still before the summer season begins. Our goal to improve execution of league events(schedule/reschedule timeliness, conclude the season prior to October, as examples) seems to be progressing with the additional resources and increased efforts. So much so that we were able to implement a League Golf tournament that will be planned again this year with an eye towards increased participation from teams. We hope to increase and expand our new revenue streams such as social media videos and capitalize on increased exposure by way of partnerships with additional sponsors.

As the current indoor season concludes, we will open talks with the WSF to attempt to secure additional and, hopefully, better times, with an attempt to expand the Full Field project begun this winter.

The Outdoor Season will be capped off this year with MSA Masters Competition, to be held in Winnipeg this year. Several teams have already expressed interest in participating.

Lastly, an invitation. Please consider joining a league committee to help support the work of the office staff and board members. If you have expertise in legal, financial, marketing, IT or human resources, consider talking to either a board member or the office staff about volunteering your time. We would appreciate the help. This is our league, we can make it better through hard work and effort.

Respectfully submitted,

Jean Jaure
Executive Director
Manitoba Major Soccer league

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