



# MANITOBA MAJOR SOCCER LEAGUE

## 2025 President's Report

Dear MMSL Members,

I am pleased to report on the Manitoba Major Soccer League as President for the 2024-2025 seasons. First, I want to express my sincere gratitude to our administrative team, board, and committee members, as well as the dedicated volunteers who keep the MMSL running. A special thank you goes to our Executive Director, Jean Jaure, for his continued leadership and tireless efforts on behalf of the league.

This past year was defined by a commitment to enhancing our member experience while navigating significant operational challenges. Following our decision to expand our staffing team, we have seen a marked improvement in scheduling efficiency and member communication.

While we have previously faced hurdles, including the loss of major government grants and rising costs from service providers like the MSA, RAMP, and various field facilities, we prioritized keeping member fees as low as possible. We have actively worked to offset these costs by reducing accounts receivable and growing our sponsorship base.

I am particularly encouraged by our financial trajectory this past year. After several years of intentionally running small deficits to encourage a return to pre-Covid participation levels, 2025 saw a significant renewal in member engagement and the addition of several new teams.

Key highlights from the past year include:

- **Revenue Growth:** Overall member revenues increased by over 20% compared to the prior year.
- **Operating Surplus:** For the first time in five years, the league achieved an operating surplus.
- **Debt Recovery:** Our continued efforts to recover old member accounts receivable resulted in a \$20,000 decrease in bad debts.
- **Digital Presence:** The launch of our new website has streamlined information access, and our YouTube channel continues to reach new heights with a record number of games recorded and increasing monetization.
- **Competitive Excellence:** We were proud to introduce new trophies for our division and playoff winners.

The MMSL remains a volunteer-driven organization. Our success depends on members like you stepping up to serve on our board and various committees. If you are interested in helping shape the future of soccer in Manitoba, please reach out to Jean or the league office.

Sincerely,

Richard Lochhead  
MMSL President

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