



MANITOBA MAJOR SOCCER LEAGUE



MMSL League Coordinator Year End Report 2023

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, 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 and Keith Bennett, 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:

The pandemic is over and we have begun to climb from its effects. We are seeing a slow increase in the number of teams registering and have reached the point, mainly in the Indoor season, where we are turning away teams due to a lack of space. Overall outstanding amounts from teams have declined with an extra focus on collections. We continue to struggle with costs, as fields officials and player registrations continue to increase. Efforts have been made to reduce spending to minimal levels and costs eliminated when possible.

Marketing:

The league focused the 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 video is extremely popular especially among new teams and has become part of the overall experience to teams.

The Valour Pro Pitch experience was enjoyed by fewer teams this year, with many teams unable to participate due to limited spots. We hope to bring this experience to our members again this year. The League also continues to try to refine the social media content abilities.

We have begun to have some successes with Sponsorships as our approach is tweaked and adjusted.



MANITOBA MAJOR SOCCER LEAGUE



Competition:

For indoor 2022/23, the league had 50 teams registered an increase of 4 from previous season. Outdoor 2023 was joined by 74 teams, an increase of 8 teams from the previous year.

Regrettably, the completion of the Bison Cup faced challenges, primarily due to unforeseen circumstances. The office takes full responsibility for any shortcomings in this regard. This experience served as a valuable lesson, highlighting the need for better planning and resource allocation to ensure the successful execution of events.

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.

Looking forward to 2024:

MMSL Draft Day 3 is planned to take place before the summer season begins. Our aim will be to pare down the extra and execute events and games we are already doing and do them well before adding anything else. We have seen that we cannot add additional activities under the present staffing levels and processes. We plan to aggressively search for new revenue streams be they traditional means such as sponsors or new avenues such as social media monetization.

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.

Respectfully submitted,

Jean Jaure

League Administrator

Manitoba Major Soccer league