



MANITOBA MAJOR SOCCER LEAGUE

MMSL PRESIDENTS REPORT 2024

Dear MMSL Members,

I am pleased to report on the Manitoba Major Soccer League as President. I would like to extend my thanks to our administrative team, which is comprised of staff, board, committee members along with all the volunteers of the MMSL.

I would also like to extend a special thank you to Jean Jaure, our Executive Director. The time and effort put forth is duly recognized and appreciated.

This past year we faced a number of member service improvements as well as challenges. We increased our staffing team to ensure we had a better scheduling and member service. Financially we made the decision to run a deficit to provide this while also losing a large government grant. We have kept fees as low as possible, however this is becoming unsustainable due to costs rising with our other service providers, i.e. MSA, RAMP, Referees and fields.

We are a member service organization; our members are our customers and I believe this should be a key priority of the MMSL staff going forward. We are keen to improve things but of course only have so many resources available. The feedback we've received has been that 2024 was an improved experience for our members. We're going to continue work to improve operational efficiencies so that we can keep delivering the best experience possible.

Some highlights from 2024 and looking ahead:

- New trophies for division/playoff winners
- New website
- Increased MMSL staff to improve member experience. Notably, releasing the schedule faster.
- New record number of games recorded and posted to our YouTube channel.
- Monetization of YouTube continuing to climb.
- Accounts Receivables reduction.
- Additional league sponsors.
- Valour FC Pro Pitch experiences.

Unit 104A - 750 Marion Street • Winnipeg, Manitoba, R2J 0K4 • (204) 654-9574 • office@mmsl.ca • www.mmsl.ca





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To close, I would like to put out a call for volunteers. We are regularly in need of volunteers for various committees as well as the board itself. Aside from our office staff, we are a volunteer run organization and our success depends on people stepping up to help. If there are any interested volunteers, please reach out to Jean or the office to learn how you can help.

Sincerely,

Richard Lochhead
MMSL President

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