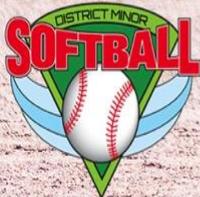




TOTTENHAM - BEETON



Photography Credits: Jennifer Gilbert Photography

# 2022 ANNUAL REPORT

TOTTENHAM BEETON DISTRICT SOFTBALL ASSOCIATION

## Contents

President’s Report.....	2
Treasurer Report.....	4
Equipment Report.....	6
Sponsorship Report.....	7
Registration Report.....	7
TBDMSA Registration Research Key Findings .....	8
Officials Report .....	10
Tournaments Report.....	10
Championships.....	12
Contact Information.....	13

## President's Report

On behalf of the Tottenham Beeton District Minor Softball Association (TBDMSA), our Board of Directors and dedicated volunteers, I thank you for your commitment to our sport. We appreciate that you are taking the time to read this Annual Report with continued interest in growing your knowledge and insight to our Association.

Our Association and game cannot function without the support of a dedicated volunteer base and of course our Players.

Our season planning began in January and our Board met once a month to prepare for what was going to be a busy registration season. With the conclusion of another season in September, this Report gives us the opportunity to reflect on what we accomplished and plan for the future. This past season was special because it was the first "normal" season we had since 2019. The demand for participation in sport was exciting and we saw that in our registration numbers, the largest in the TBDMSA's 40 years of existence including a record eight T-Ball teams!

Our Board also made a commitment early in the registration process to encourage female participation and it worked. The TBDMSA saw a boost in female player registration of seven percent. We would like to continue this growth and encourage these females to keep playing.

The Association was also successful in receiving a Grant from Canada Women and Sport to help build a Gender Equity and Diversity strategic plan. The Grant comes with some financial support along with ongoing training seminars for volunteers to help identify where we can improve our organization. We are in the first stage of the process and welcome volunteers who would like to be a part of this process to help us grow the game.

We were also successful in receiving a Grant from the Ontario Sport Network, an organization funded by the Provincial Government. This Grant provided the Association with funds to help us recover from the lost revenue due to the Pandemic. Most of this Grant money will be dedicated to buying or upgrading equipment – most of which is in desperate need of replacing.

Collectively, our Board made a concentrated effort to streamline volunteer roles and responsibilities while examining how we can become more efficient as an organization. Subtle changes such as simplifying the amount of work tasked to a volunteer or reducing the number of volunteers required at the Association tournament weekends by outsourcing food services helped ease the burden of our volunteers. With change, comes growing pains and takes some time to adjust but overall, we succeeded and will be actively recruiting volunteers for more specific roles in the future.

Volunteer Coaches were also supported with the Coaches Handbook. This Handbook was a collective effort by the Board and was funded by a Grant from the Community Recreation Improvement Committee (C.R.I.C.) to improve communication to the Coaches while also providing them more guidance, especially for the first-time Coaches. It is a helpful resource and we will continue to refine it along with providing



Coaches with more support as we move forward. C.R.I.C. also helped fund new equipment purchases to support the expanded T-Ball program.

Looking ahead, our Association will be working on a Strategic Plan to help guide us in the next three to five years. With the rapidly changing population in our area, we need to be prepared for this so that we can be ahead of the curve to encourage people to choose softball as their sport. We will also be looking to strengthen our relationships with the other local softball organizations to see where we can find synergies and create more efficiency on how we collectively can deliver a successful softball program from the age of three spanning to eighty and for all genders.

Thank you to all of our sponsors. Without you, we could not provide the highest quality of softball in our community as we do for our Membership.

A special thank you to our Board of Directors and Convenors for the hundreds of hours of work, dedication and passion for our participants: Lisa Williams, Paola Cranley, Cindy Gayle, Peter Browne, Regan Browne, Erin Forrester, Mark Shaw, Patricia Coulas, Michelle Shaw, Jamie Schell, Jessica D'Arrigo and Aran Rocco. I would also like to give a BIG thank you to our Junior Umpires, Umpire-in-Chief Al McMullen and his entire crew.

Our community has always been a softball and baseball “town”. The future looks bright for our organization and the game. It is an exciting time to be a part of it so see you on the diamond next year!

Sincerely,

Kevin Boston

President, TBDMSA



## Treasurer Report

*Submitted by Peter Browne*

Due to the cancellation of the 2020 season and altered 2021 Season, this Report will compare 2019, the last “normal” season, to the 2022 season.

With increased registration numbers, there was a rise in Registration Revenue, Equipment and Uniform Expenses, Pictures Expenses, Umpire Expenses, Diamond Expenses and Trophies and Plaques Expenses.

Outside of these differences, there was an increase in Other Revenue due to Grant Monies receives from C.R.I.C., Ontario Sport Network and Canada Women and Sport. The Grants helped the Association recover from lost revenue due to the Pandemic.

Compared to the 2019 season, the Tournament revenue decreased by \$1,185 (June weekend) and \$2,081 (Year-End Playoff Tournament) totalling \$3,266 primarily as a result of outsourcing the Food Services to Lori-Go-Round. Outsourcing of Food Services was due to the lack of volunteers.

\$1,621 was saved in Advertising Expenses this season due to a successful social media and Internet presence.

Overall, the Association is in a healthy financial state with Net Assets totalling \$29,504, up from \$22,951 in 2019



Tottenham Minor Softball  
Financials  
1/1/2022 to 9/30/2022

**REVENUE**

**Sales revenue**

Corporate Sponsorship	5400.00
TMS Registration	34275.00
TMS Season Opener	590.00
TMS Year-End	1370.57
Other	11880.00

**Net Sales** **53515.57**

**Other Revenue**

Interest Revenue	27.74
Miscellaneous Revenue	0.00
<b>Net Other</b>	<b><u>27.74</u></b>

**TOTAL REVENUE** **53543.31**

**EXPENSES**

Bank Charges	314.70
PayPal	865.20
Insurance	1560.00
Diamond Fees	7301.12
Equipment & Uniforms	13775.72
Umpire Fees	7283.99
Advertising	0.00
Misc Expenses	1952.43
Office Supplies	88.80
Pictures	4576.50
Trophies & Plaques	3480.97
TMS Opener	1278.06
TMS Year-End Tournament	2051.72
	0.00

**TOTAL EXPENSES** **44529.21**

**NET INCOME** **9014.10**

**Balance Sheet**

Bank Balance		8238.79
Petty Cash		4.00
Tangerine Account		<u>12247.35</u>
Net Assets	As of 12-31-2021	20490.14
Revenue		53543.31 (+)
Expenses		<u>44529.21</u> (-)
		29504.24
Bank Balance		7081.15
Petty Cash		148.00
RBC Savings		<u>22275.09</u>
Net Assets	As of 08/31/2022	29504.24
Difference		0.00

## Equipment Report

*Submitted by Mark Shaw*

Overall Equipment expenses increased this year due to registration numbers rising from 244 in 2019 (the last “normal” season) to 347 in 2022.

New balls, equipment bags, base bags, catcher throat protectors, umpire equipment bags and tees were purchased this season to handle the increased teams and to replace broken equipment. Equipment was purchased from T-Litzen and Center Town Sports in Barrie.

The Association received three quotes for Uniforms and Equipment purchasing this season. After careful review of each proposal, the Association selected T-Litzen. While there were some issues with jersey deliveries this year due to Supply Chain issues, every player received a uniform which included a hat and jersey. When supply chain issues were identified, T-Litzen provided the Association with a regular t-shirt screened with the required artwork as a normal jersey at no charge. Players who received those t-shirts were later provided a regular jersey. The cost per player increased by three dollars compared to 2019. T-Litzen also provided a 10% kick-back which was used to purchase coaches jerseys.

T-Litzen has re-done the majority of our artwork as high-resolution files and provided them to the association for future use, which is stored on the google workspace. For the 2023 season, it is recommended that we allow at least 6 weeks lead time for uniforms.

The T-Ball division saw an increased registration to 8 teams resulting in a need to purchase new equipment to meet the demand. Small catchers’ equipment and smaller bats for the Atom age group were impacted.

T-Ball and Blastball Jerseys and Medallions were sponsored by Tim Hortons.

Trophies and Plaques were sourced to The Trophy Shop in Rosemont and the Executive provided a trophy for the team’s Year-End Tournament placement and a Medallion to the Regular Season placement.

New batting helmets and bats for the Bantam age category were provided to the Association by the Tottenham Oldtimers Slo-Pitch League at a minimal cost and significant savings if the Association were to buy them at retail.

There is a need to replace a lot of equipment that has been worn for several years. We recommend looking to replace some of the older aluminum bats which are very heavy. There is a lack of bats for U9 and U11 players (27-29” and 16-18oz category). Approximately 30% of the bats require new grip tape. Many of the helmets are in need of replacement due to missing foam or require repair due to broken or missing chin strap buttons. There is a lack of larger helmets for U13-U18 age category.

All equipment for the 26 teams has been returned at the end of the season. The amount of practice balls returned was low and may require additional balls to be purchased next season.

The Association Equipment Storage Trailer has to move due to the property owner selling the land. A new location has not been determined at the time of this Report.

## Sponsorship Report

*Submitted by Paola Cranley*

We are very thankful for the generosity of all of our sponsors this year. With the economy still recovering from the Pandemic, we were unsure of what the reaction would be from companies. Together with Jaime Schell, we solicited companies and managed to fill all of our team sponsorship spots.

Tim Hortons stepped up with sponsoring the T-Ball and Blastball divisions with jerseys, hats and medallions.

Thank you to all of our sponsors and supporters: AbCore, Axis Dental, Beeton Foodland, C.R.I.C., Canadian Women and Sport, D'Arrigo Construction, Doggone Wonderful, Dr. Lim, Dr. Ian Lo, Jennifer Gilbert Photography, Lickity Split, McGinty Remax, McGoey Bros., Ontario Sport Network, Salvatore's Cake & Pastries, Tim Hortons, Tottenham Home Hardware, Tottenham Legion, Tottenham Oldtimer's Slo-Pitch, Vince's Market, Vince's Market, and YG-1 Cutting Tools.

## Registration Report

*Submitted by Erin Forrester*

Player Registration saw record numbers this year as the TBDMSA grew to 347 players, a 103 player increase over our last regular season in 2019. T-Ball saw the biggest jump with an increase to eight teams.

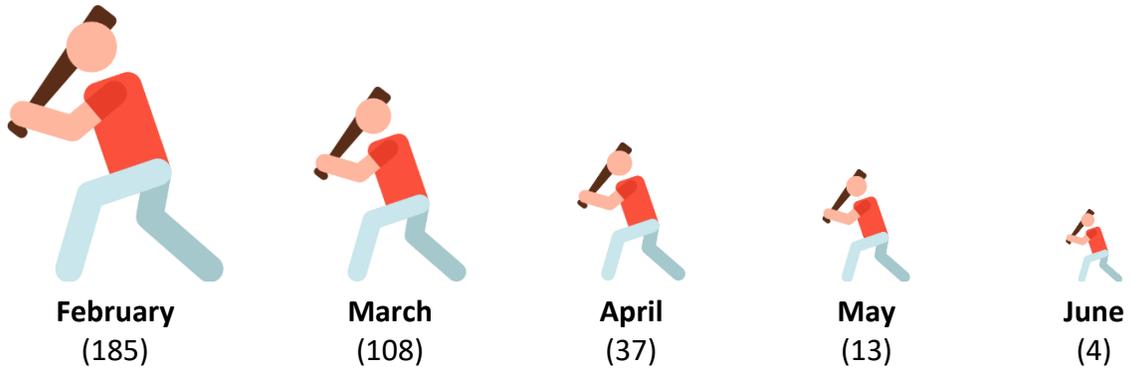
This season, the Association explored a deep study to understand our Membership to have further knowledge about where people come from, how long they have played softball, gender breakdown, are they new to softball and so on. The purpose was to explore our Association's areas of strengths, weaknesses and opportunities.

For example:

- We wanted to have a stronger understanding of our registration for purposes such as how can we develop a more targeted approach to player recruitment?
- How can we increase female recruitment and retention?
- How many people are new to softball so what can we do to support Coaches?
- Could we have targeted a sponsor solicitation strategy?

TBDMSA Registration Research Key Findings

**Player Registration By Month  
2022**

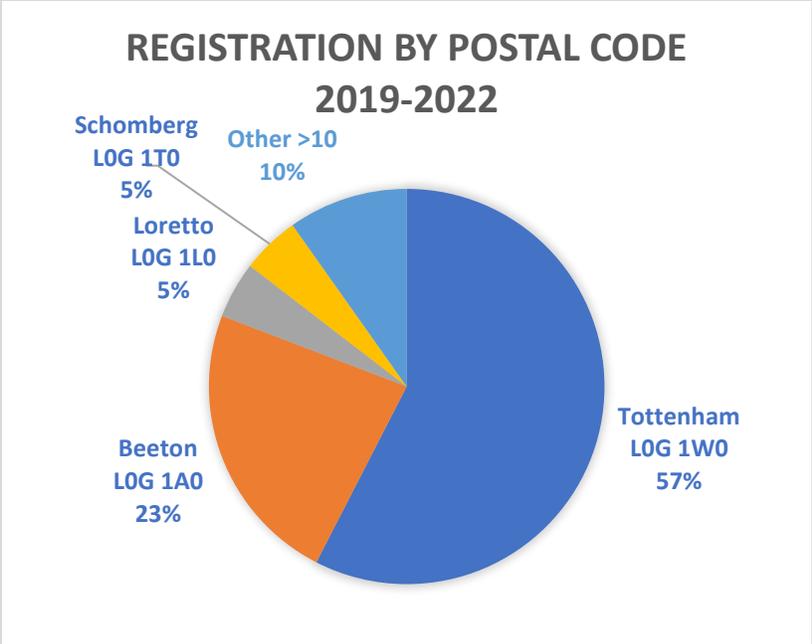


**Team Registration Per Division  
2022**



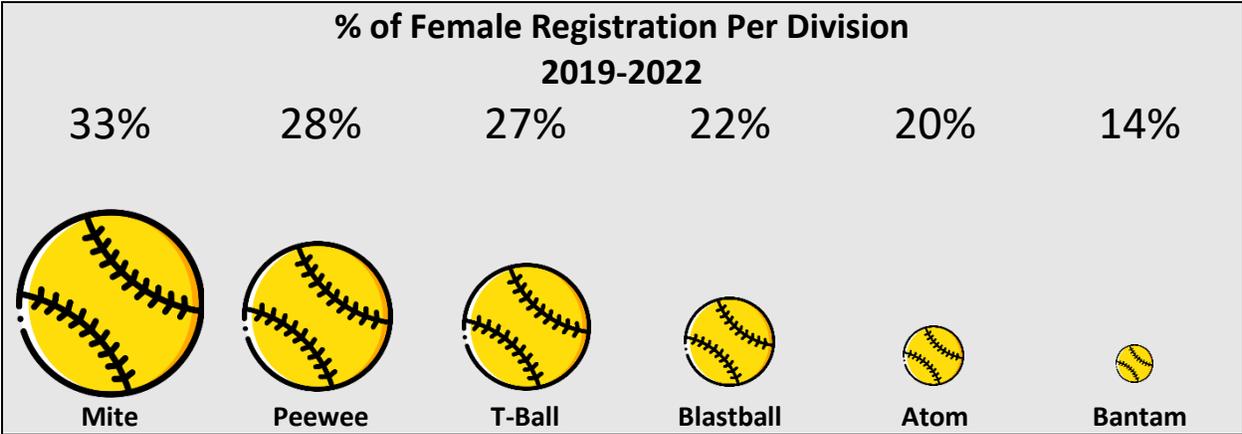
**35 PARTICIPANTS**

**+10 from 2019**



**43%** OF PARTICIPANTS ARE NEW TO THE ASSOCIATION

AVERAGE YEARS OF EXPERIENCE PLAYING SOFTBALL IS **1**



## Officials Report

*Submitted by Lisa Williams*

I am happy to report that our Junior Officials Program expanded to and finished strong with all eight eager umpires learning their trade this year. More good news I am happy to report I had several more potential candidates interested in joining the Official's Team as well.

All of the Junior Officials were provided with equipment and training to help them get their start which was new this year thanks to Mark.

We had only a few minor conversations with participants about behaviour at the park but thankfully no disciplinary actions were required for Abuse of Umpires over the season. It is important that the Association continues to support our Umpires so that we can provide a positive, safe, and competitive playing environment, for our players.

These Officials did an outstanding job on the field this year demonstrating leadership, confidence, and an excellent understanding of the game learning even more important immeasurable abilities than simply calling balls, strikes and outs. We are so very proud of them.

Thank you to Alexander Jackson H, Jackson L, Kaleb W-F. Owen, Sarah, Reilly C, Riley W-F and Sarah for all their amazing work.



## Tournaments Report

*Submitted by Cindy Gayle*

Beginning at the 2021 Annual General Meeting, we began to review how we operated the two Tournaments including Concessions. Following this, we created an organization committee that would create tasks and create a work-back schedule to help create a more efficient series of events for our Membership.

The Opening Weekend “tournament” consisted of regular season games and was well-received by all participants. The Year-End Tournament is a playoff format based on regular season standings with elimination games to eventually crown a Division Champion. All Divisions with the exception of Blastball and T-Ball competed in the Playoff Tournament format. Blastball did not play during the weekend but T-Ball competed on one of the tournament days allowing them to be a part of the excitement.

Concessions is a service we need to provide with basic snacks, food and refreshments. In past years, we recruited volunteers to staff a BBQ all weekend. This became a real challenge to find volunteers and with the ever-changing health and safety regulations, we decided to outsource food to Lori-Go-Round Food Truck. Overall, this was a success as it freed up volunteer commitment and our resources. The Snack Bar continued to operate under the Association. We provided candy, pop and small snacks to help fuel the players and families. Product orders were documented to help plan for future events.

Volunteer Recruitment began by reaching out to people who expressed interest in their league registration. We also posted volunteer opportunities on our website and Facebook page. Without the need to staff the BBQ, it greatly reduced the number of volunteers needed for the weekend. A volunteer schedule was created to help plan for future events by allowing us to reference how many people are required during the weekend.

A tournament execution manual is being worked on that will include important information to help plan and execute future events.



# Championships

Congratulations to our 2022 Division champions!



**Atom**  
**Home Hardware**



**Mite**  
**Jennifer Gilbert Photography**



**Peewee**  
**Vince's Market**



**Bantam**  
**YG-1 Cutting Tools**



## Contact Information

[admin@tbdmsa.ca](mailto:admin@tbdmsa.ca)

[www.tbdmsa.ca](http://www.tbdmsa.ca)

 @TBDMSA