



# 2024 ANNUAL REPORT

TOTTENHAM-BEETON DISTRICT SOFTBALL ASSOCIATION

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## President's Report

Thank you again to everyone involved with another successful season of softball in our community!

The Tottenham Beeton District Minor Softball Association (TBDMSA) season's overwhelming success could not have happened without our incredible membership base made up with our Board of Directors, dedicated volunteers, officials, parents and most of all the players. 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.



2024 saw another year of growth for our Association. When registration opened on February 1<sup>st</sup>, our Board was a little worried about the 200 plus participants who signed up within the first eight hours. We were not sure how it was going to continue but after the first week, the pace slowed down and we got back on track with registration. In total, we had close to 450 participants register this year until we closed off registration because we did not have diamond time available.

We introduced a new registration platform through SportsHeadz which made rostering teams much smoother. In addition, the new platform allowed us to use the SportsHeadz App to improve our communication with the members. It was a year of learning and patience but we made it through!

Our organization is absolutely grateful for the corporate sponsors this year. Without their support, we could not continue to make softball an affordable option for parents to give their child(ren) an opportunity to be active and play ball. In addition, our sponsors helped us catch up with all of our equipment needs by getting rid of the old and purchasing updated goods.

Prior to the season, we once again met with representatives from the Town of New Tecumseth to discuss diamond use and what we need including storage. The outcomes of that meeting included the Town purchasing a new sea-can storage unit for our Association which enabled us to sell the old unit that was in desperate need of upkeep. We had excellent lines of communication with the Town on additional storage at each diamond and maintenance issues of our existing diamonds plus the construction of two brand new diamonds at Joan Sutherland Park. TBDMSA also participated in the Master Parks Planning with the Township of Adjala-Tosorontio.

We also furthered our relationships with the other local softball user-groups to share best practices and resources. The Baseball Improvement Group (B.I.G.) is a committee made up of the Tottenham Oldtimer's Slo-Pitch League, Tottenham Ladies Lob Ball League and TBDMSA. B.I.G. will be investigating fundraising strategies to help make improvements including addressing accessibility issues at Coventry Park.

A special thank you to our Board of Directors and Convenors for the hundreds of hours of work, dedication and passion for our participants: Michel Mann, Jenn LeClerc, Lisa Williams, Paola Cranley, Peter Browne, Erin Forrester, Cory and Angie Simms, Patricia Coulas, Melanie Jordan, and Jamie Schell. I would also like to give a BIG thank you to our Junior Umpires, Umpire-in-Chief Al McMullen and his entire crew.

It is exciting to see the continued growth of softball in our community!

Sincerely,  
Kevin Boston President, TBDMSA

## Treasurer Report

*Submitted by Peter Browne*

Once again in 2024 we saw an increase in registration revenue in the amount of \$55,862.00. Sponsorship almost flatlined at \$14,370.00 due to lack of interest in being a secondary sponsor and our year-end sponsor having to back out this year.

As to be expected with growth comes a rise in expenses, mainly umpires, uniforms and insurance. While we did spend more then budget on equipment, it was less then 2023. We were also able to get substantial savings of over \$3,300 on pictures and trophies by finding new suppliers.

The new registration system had 100 percent of registrants pay by Credit Card. This was a big relief of work on the role of the Treasurer by not chasing people down to pay. Another added benefit of the new system was it could automatically calculate multiple-player family discounts rather than manually, also reducing the workload for the Treasurer.

Like last year, we do have a shortfall but it is much less at \$1,360.00. Going forward we are still financially strong with net assets of \$18,776.00 in the bank.

**REVENUE****Sales revenue**

Corporate Sponsorship	14370.00
TMS Registration	55862.56
TMS Season Opener	540.00
TMS Year-End	3306.00
Other	3006.00

**Net Sales** **77084.56**

**Other Revenue**

Interest Revenue	308.65
Miscellaneous Revenue	<u>0.00</u>

**Net Other** **308.65**

**TOTAL REVENUE** **77393.21**

**EXPENSES**

Bank Charges	349.50
SportsPay	3394.91
Insurance	2880.00
Diamond Fees	13064.50
Equipment	11022.69
Uniforms	20904.98
Umpire Fees	11131.07
Misc Expenses	6837.00
Office Supplies	
Pictures	2295.31
Trophies & Plaques	3402.01
TMS Opener	328.58
TMS Year-End Tournament	3142.50

**TOTAL EXPENSES** **78753.05**

**NET INCOME** **-1359.84**

**Balance Sheet**

Bank Balance - Dec 31/2023	799.31
Petty Cash	148.00
RBC Savings Account	<u>22353.51</u>
Net Assets	<b>As of 12-31-2023</b> <b>23300.82</b>

Revenue		77393.21
Expenses		<u>78753.05</u>
		18776.29
Bank Balance		1085.82
Petty Cash		0.00
RBC Savings		<u>17690.47</u>
Net Assets	As of 09/24/2024	18776.29
Difference		0.00

## Equipment Report

*Submitted by Cory Simms & Kevin Boston*

Our third straight season of phasing out old equipment and bringing in gear occurred. Combined with the increased registration numbers, TBDMSA equipment expenses were close to \$7,500. The good news is that we are comfortable with the state of our equipment and will see modest upgrades each year.

Among the top purchases of new equipment included helmets and bats. Many of the old bats did not meet current Softball Canada standards. New balls were another major purchase at the start of the season and once again before playoffs. New helmets were purchased but several were damaged by mice inside our old storage unit roughly costing \$1,000 in damage. All equipment was purchased from Home Run Sports in Mississauga. There was also an assortment of first aid equipment purchased (ice packs, band aids and first aid bags) to replenish supplies. This was purchased from Vereburn Medical Supply.

The Association uniform vendor was once again T-Litzen, sticking with the same style of shirt but upgraded the hat. T-Litzen also provided a 10% kick-back which was used to purchase coaches jerseys. Coaches shirts were upgraded to a dri-fit material. U3 and U5 Jerseys and Medallions were sponsored by Tim Hortons.

Equipment was purchased for the Pitching Clinic including indoor practice balls and a radar gun.

A new storage unit was purchased for the TBDMSA by the Town and placed at Coventry Park. It took longer than expected to negotiate with other leagues and the Town to get the adequate storage we require but it got done. We moved in during the month of August and it was convenient for Coaches to drop off their equipment after their last game of the season instead of arranging another date. There will be a rental policy imposed by the Town but it is not expected to take effect for another year or two. The old unit was sold thereby saving the TBDMSA storage rental fees and putting the sale revenue into our bank. New shelves were provided by the Town but we still need to purchase additional shelving/hooks. In addition, new base storage units were installed at every diamond.

Medals and Plaques were sourced to Nothers The Award. The Executive agreed to give every player a medallion for regular season performance but only the Champion and Finalist receives medals for Playoff Weekend. Championship hats were sourced to Sol Drive Enterprises at the same cost as last year but a better-quality New Era cap.

Team photography also switch to AC Studios saving us money and providing Membership with more options to purchase photography packages.

The Equipment Manager role was split into two people for the first time. It is a big job that definitely requires two people. We would like to thank Lisa Williams and her boys and the Simms family who volunteered to help all season!



*Base storage units are now located at every diamond TBDMSA plays at.*

## Sponsorship Report

*Submitted by Paola Cranley and Michel Mann*

The 2024 season brought back many happy sponsors! Most expanded into two separate Divisions while others sponsored our many growing areas such as Jr Umpire Training, Safety Supplies and Training and most exciting, the U14/U19 All Star teams! We are forever grateful for everyone's support in our growing League.

We had much community support in our Year End Tournament with our fun additions such as Movie Night, Photo Booth, and Bouncy Maze. This amazing support provided loads of fun while players waited for their games, spending time with their teams and family.

This year Sponsorship signup was further streamlined and easy to use being online. New this year, and quite popular, was Sponsorship Team Jerseys! We have a goal for next year to allow for online payments expanding to the use of credit cards.

## Marketing & Communications Report

*Submitted by Kevin Boston*

New branding debuted on uniforms this season with positive feedback. TBDMSA also purchased event banners that drew attention and enhanced the pageantry of our events.

A subscription to Canva was donated by a sponsor. Canva is an online design software that helped improve graphics on the site to make it more appealing and user-friendly.

The SportsHeadz App was excellent. It helped improve communication with Membership and also tracked open rates to inform the Board how much people are reading our information. Coaches were registered the traditional way but will move into the SportsHeadz platform so we can include them in our more effective form of communication.

Notable statistics from the website during the period of January 1, 2024 to September 24, 2024:

- 18,667 Visitors (-994) with an Average Time Spent on Site of 4:32 (- 1 min). Traffic likely down due to the use of the App as a main point of communication.
- February 1 was the busiest day of the season with 395 visitors coming to the site for registration.
- The homepage followed by Schedules were the most popular pages. Team Photo Day News was the third highest viewed page with 1,275 (+988)
- The 'team photo schedule' news article was the most read article with 287 views.
- The Manual of Operations was downloaded 175 times vs 195 in 2023. The Coaches Guide was downloaded 64 times and resources from Softball Canada were downloaded 63 times.
- 9,163 people bookmarked our site as a way to directly find our vs a Google search of 7,943 visitors showing that our website branding is working.

The Association Facebook page has 509 (+48) Followers. Regular updates helped communicate to the Membership. Paola Cranley and Erin Forrester managed the Facebook page.

E-mail communication to Membership included timely memos or Association updates such as key dates, heat advisory alerts and so on. Push notifications through the website/app were effective as we could track open / view rates. The Playoff Schedule notification saw the highest open rate of 457 views while Playoff Weekend activities was 246. The All-Star Rosters notification had 222 views.



## Registration Report

*Submitted by Erin Forrester*

Player Registration saw record numbers for the fourth consecutive year with 437 players, an increase of 44 players. This marked a 65% player registration increase from 2019.

With the added teams, we were able to balance the number of players in each division which added to the improved competition levels.

A new registration platform from SportsHeadz was introduced this year. Several features were customized for TBDMSA including entering player ratings. This new method of entering player ratings enabled us to roster players much faster and more efficiently than in the past. Team rosters were balanced within two percentage points based on the ratings submitted by Coaches. If Coaches failed to provide ratings or if there was no intelligence on players, the TBDMSA conducted interviews to gain more insights on players so they could be rated fairly.

Coaches were registered through the traditional manual method but will now go into the SportsHeadz app so all participant data will be logged the same way.

Another benefit of the new system was the ability to register multiple players from a family easier and more efficiently especially if the family was eligible for a discount.

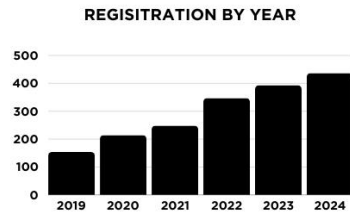
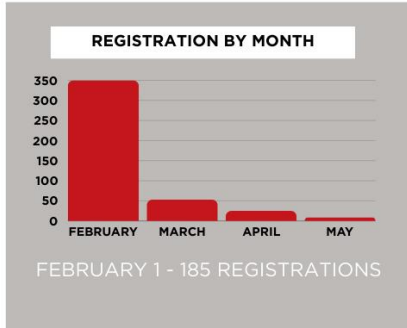
Finally, the last major change from registration this season was the removal of a player attachment form that has traditionally be done. Over the last few years, this process made it very difficult to balance team rosters fairly so it was eliminated to ensure competition was more enjoyable.



*Softball is exploding in our community!*

LET'S CELEBRATE THE SUCCESS AND GROWTH OF THIS SEASON!  
**2024 TBDMSA REGISTRATION**

INTERESTING TIDBITS AND FACTS ABOUT OUR AMAZING MEMBERSHIP



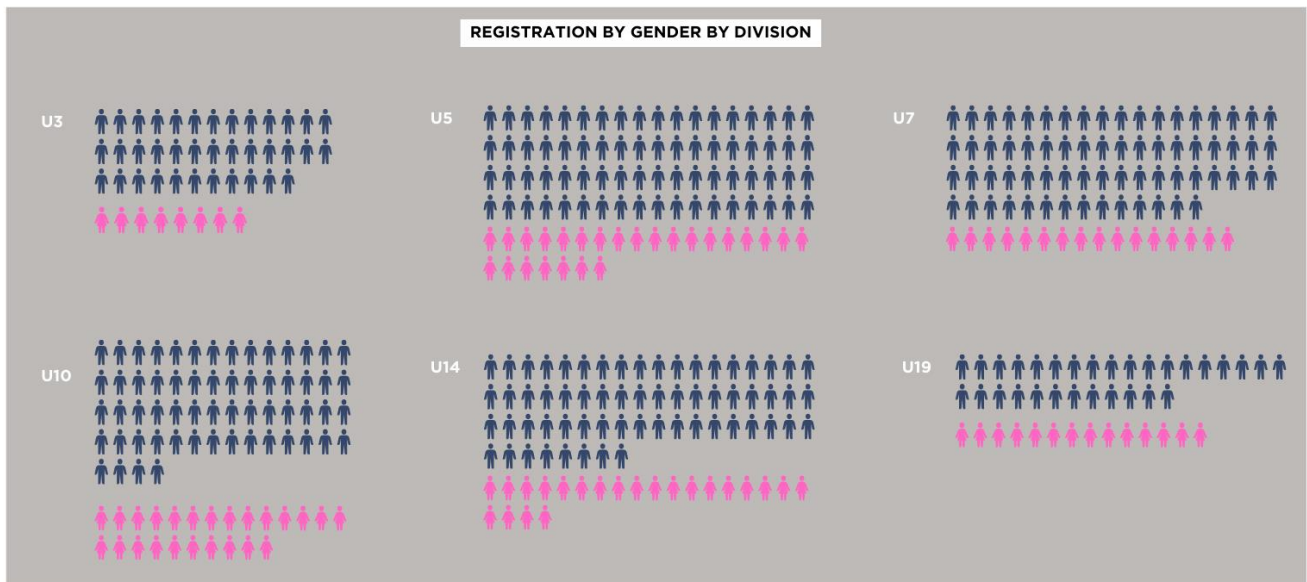
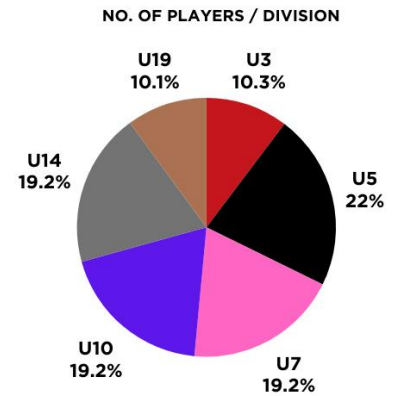
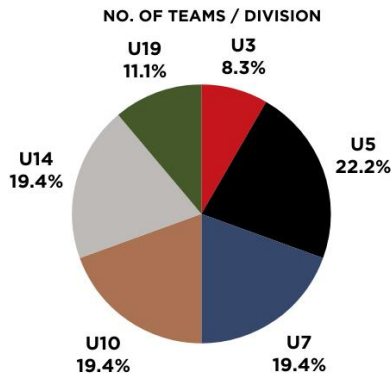
TBDMSA has grown by 65% since 2019



### ROOKIES

Number of first-year players in 2024

**184**



## Development Report

*Submitted by Kevin Boston*

Player Development seemed to improve over the course of the season compared to 2023.

U5 players appeared to be dramatically better than the previous season. Hitting was notably stronger in this year's division. Coaching in this division was particularly strong with a group of passionate coaches with a goal to improve skill while having fun.

The biggest change occurred in the U7 Division where the rules were changed to enhance skills. These rules included:

- Coaches pitch to players all season
- All players bat to complete a half-inning.
- No scores were recorded.

General feedback and observations were an increase of hitting and fielding opportunities for players in this division.

In U10, Pitching also improved but still needs improvement. Some pitchers attended the Pre-season Pitching Clinic and mid-season private Pitching Clinic supported by TBDMSA. Both clinics were hosted by Sasha Laroque. Each clinic seemed to boost confidence in their skills and the courage to try windmill pitching. We recognize this is a work-in-progress goal.

U14 saw a number of talented players make a difference during games. There will be several players projected to move up a division and based on their skill level this season, they will be ready to compete.



*Player development improves year-after-year.*

U19 was once again a very exciting division to watch this year. Based on the number of tight games, the ratings were very balanced making it fun competition for everyone.

Dual practices were encouraged this season as a way to boost attendance at practices and provide players an opportunity to play with more friends and have a fun scrimmage at the end. Generally, the teams who did this, loved dual practices. Those teams were in the U10 and U7 divisions. U14 and U19 liked their own practices. Practice time will be reviewed for 2025 to maximize diamond time and enhance player development.

## Coaches Report

*Submitted by Michel Mann*

### **Pre-Season Coaches Meeting:**

**Wednesday, May 8<sup>th</sup> @ 7pm – Tottenham Legion**

#### **Attendance**

- Blastball: 1
  - U5: 11
  - U7: 10
  - U10: 12
  - U14: 10
  - U19: 5
1. Season start-up reminders and rule changes for each division were reviewed with coaches in attendance.
  2. VSC and RIS requirements were reviewed with the coaches in attendance.

### **Post-Season Coaches Meeting:**

**Thursday, Sept 12<sup>th</sup> @ 7pm – Tottenham Legion**

#### **Attendance**

- U10 (Sasha & Jamie Larocque)
- U14 (Sasha & Jamie Larocque, Sam Cicirello, Jennifer Leclerc, Cory Simms)
- U19 (Lisa Williams)

Coaches from U14 and U19 reviewed the player ratings sheets and submitted suggested changes to the Registrar, Erin Forrester.

1. The board meeting on Tuesday, September 17th, addressed recommendations for improving the process and compliance. Convenors will connect with all coaches who have not completed the VSC and RIS requirements before the first scheduled game. If incomplete at the time of the first regularly scheduled game of the season, the team will not be allowed to play until all coaching requirements are met.

## Officials Report

*Submitted by Lisa Williams*

2024 was a season of quite a few firsts for our Junior Umping team.

We had a Junior Umpire Sponsor for the first time. Thank you to “Tottenham Chiropractic Clinic” whose logo Michelle Oates added to the sleeve of the umpire shirts and visible with their protective equipment on.

This is the first time junior umpire team photos were taken. This was a nice surprise and very well received.

We had too many junior umpires for the first time and had to close the applications early. The new process worked well and allowed us to prioritize our membership. What an excellent problem to have after years of struggling to find and keep junior umpires. Two more registered players expressed interest after applications were closed. I recommend bi-weekly or weekly umpire counts to be sent to the Umpire Scheduler and Jr. U.I.C and closed in an appropriate and timely manner to avoid disappointment.

The 2024 TBDMSA Junior Umpire Clinic was spread over 2 days for the first time and held Sat May 11<sup>th</sup> 1pm -5pm and Sun May 12<sup>th</sup> 1-4pm (3 hours longer than previous clinics) upstairs at the Tottenham Legion and the TPS north diamond for outdoor training. Although the clinic had to be scheduled on Mother’s Day weekend all junior umpires were able to attend and were fitted with shirts, umpire kits and their protective gear. Having their equipment returned to storage at the year end tournament was so much easier.

Clinic attendance included Board members and Trainers: Al McMullen (Sr Umpire-in-Chief/ Clinic trainer), Lisa Williams (Jr Umpire-in-Chief), and Peter Browne (Umpire Scheduler/Treasurer.) and junior umpires: Alexander R, Andrew O, Jake C, Jackson H, Jackson P.L, Joseph G, Owen H, Matt M, Fin M, Emma S, Liam C, Reilly C, Riley W-F, and Kaleb W-F. A total of 14 jr. umps completed the course and 10 as returning umps.

The 2-day format allowed for more focused training and the flexibility to schedule around weather for the outdoor practical. Extra time was spent training on-field positioning with a strong focus on situational drills and conflict resolution to handle difficult coaches and parents through role playing. This change was made in response to the “inappropriate behaviour incidents” our junior umpires have experienced in the past. Special thanks to Chris Gee who played an aggressive parent and over-competitive opposing coach and to Al who taught them all how to throw me “out” in the nicest of ways. They enjoyed this activity the most!

This was the most successful clinic I have attended. The added time created a more relaxed environment which made for a fun, more interactive and team building learning experience and recommend a similar or same format and location in 2025 if possible. Snacks and drinks were provided within a \$226.00 budget.

The extra training set them up for a more positive and fairly uneventful season where the few “Incidents” were handled confidently on the field mostly by the junior umps and the more serious incidents were also escalated and addressed by the board accordingly.

The removal of the U7 score was a welcome change and big improvement to the overall experience for that division. The U10 rule change simplified things for everyone and were integrated quickly and seamlessly. Although concerns were raised regarding the U10 “strike zone” the reality is simply the inconsistency you see in younger pitchers that remains to be the challenge which results in less hits and more “walks”.

After much discussion it proved necessary to stay with the U7 two-umpire format most importantly for training, experience, back-up, and team building. There will always be scenarios (rule clarifications, illness, and last-minute scheduling issues etc.) where umps will have to be supported, replaced, shuffled, or have to work alone. We need to continue scheduling 2 junior umpires for all U7 and U10 games.

Overall, we received an overwhelmingly amount of great feedback from coaches and parents praising our juniors. As always, the umpires were excellent, enjoyed a great 2024 season and represented themselves and TBDMSA very professionally! Most umpires want to come back again next season. Well done team!!



# Risk Management Report

*Submitted by Michel Mann*

## **Blastball:** 3 coaches

- VSC Completed – 2
- RIS Completed – 0

## **U5:** 15 Coaches

- VSC Completed – 8: Gold & Navy Blue teams no VSC completed for either coach
- RIS Completed – 6: Gold & Navy Blue teams no RIS completed for either coach

## **U7:** 14 Coaches

- VSC Completed – 6: K2 Milling team no VSC completed for either coach
- RIS Completed – 8: Coldwell Banker team no RIS completed for either coach

## **U10:** 14 coaches

- VSC Completed – 10: All teams had a minimum of one coach with a completed VSC
- RIS Completed – 11: All teams had a minimum of one coach with a completed RIS

## **U14:** 13 coaches (one assistant coach did not attend games all season)

- VSC Completed – 10: All teams had a minimum of one coach with a completed VSC
- RIS Completed – 9: All teams had a minimum of one coach with a completed RIS

## **U19:** 8 Coaches

- VSC Completed – 7: All teams had a minimum of one coach with a completed VSC
- RIS Completed – 4: All teams had a minimum of one coach with a completed RIS

1. All coaches were emailed letters to complete the VSC and notifications to complete the RIS or provide the certificate number if it had already been completed.
2. Coaches' compliance and communication were low this season. Numerous attempts were made to follow up regarding VSC and RIS documentation.

# Special Events Report

*Submitted by Kevin Boston*

The Opening Weekend “tournament” consisted of regular season games and concessions provided by The Wright Catering Food Truck and Rico’s Dairy Ice Cream Truck.

The big event has traditionally been the Post-Season Weekend. It is a tournament playoff format based on regular season standings with elimination games to crown a Division Champion. All Divisions with the exception of U3, U5 and U7 competed in the Playoff Tournament format to determine a Champion.

Prior to the team’s first games, each Convenor distributed Regular Season medallions to teams. Championship game awards were presented on the field of the final game of each division to capture the emotion of the championship with a ceremony that reflected traditional sport championships. Only Championship and Finalist Teams received medallions this season.

Concessions were provided by Wright Catering, Rico’s Dairy and Ice Cream, Chris Knight Slushie Trailer and the TBDMSA Snack Bar and BBQ.

Special Events at the Post-Season Weekend included a Movie Night in the Park on the Friday evening; and photobooth and inflatable obstacle course on Saturday. The Movie Night started at dusk and Free Popcorn was provided to Membership courtesy of Axis Dental Group. The movie was Zootopia.

The Photobooth was sponsored by Britton Ronan Realty and was on-site for four hours.





All-Star Games sponsored by SportsPay



**U14**  
**Both teams**



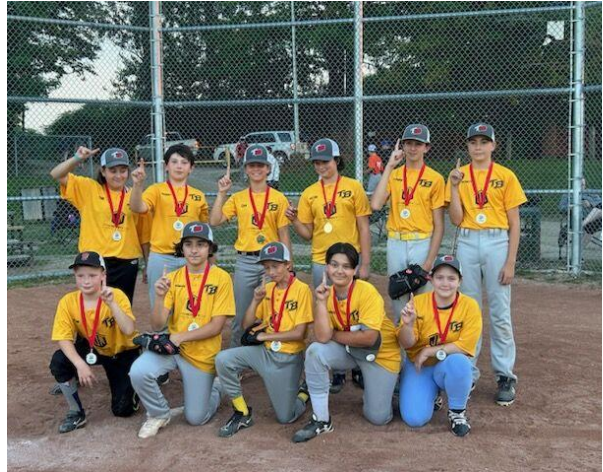
**U19**  
**Both teams**

## Regular Season Division Champions

Congratulations to our 2024 Regular Season Division Champions!



**U10**  
**TOR Contracting (8-3-1)**



**U14**  
**Jamie McGinty Realty (9-4-1)**



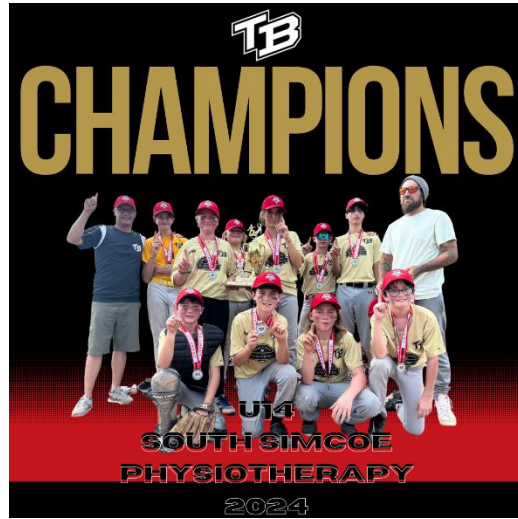
**U19**  
**U19 Albion Hills CSN Collision (10-4-2)**

## Post-Season Division Champions

Congratulations to our 2024 Championship Weekend Champions!



**U10**  
PMB Holdings – Champion  
TOR Contracting - Finalist



**U14**  
South Simcoe Physiotherapy - Champion  
K2 Milling - Finalist



**U19**  
YG-1 Canada - Champion  
CSN Albion Hills Auto Collison - Finalist



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