

GRASSLAND ATHLETIC ASSOCIATION

Sunday, May 1, 2016

2015-2016 PRESIDENT'S REPORT

As Grassland Athletic Association ("GAA") closes its 29th year, I am pleased to announce that we continue to serve our community through youth sports with strong programming and a solid financial base. We offer multiple competitive sports levels in baseball, basketball, cheerleading, football and softball. We continue to partner with area schools and other youth sports organizations and will continue to seek out meaningful partnerships where possible.

GAA is led by an engaged, all-volunteer Board of Directors. The passion, knowledge and skills of the individuals that I am honored to volunteer alongside has positioned us for long-term growth and success. The following narrative is a high-level summary of our year.

BASEBALL

In baseball, GAA had 242 players register for the Fall 2015 season, down 4% from the previous year and 435 register for the Spring 2016 season, up 2% from the previous year. GAA also hosted several baseball tournaments last summer, including the 2nd Annual Donnie Farmer June Jam, the USSSA Tennessee State Championship, and the 6U and 9U Cal Ripken District Tournaments. This spring GAA hosted the 10U, 11U and 12U USSSA Easter Egg Scramble Tournament. This summer, plans are in place to host the 3rd Annual Donnie Farmer June Jam and the USSSA Tennessee State Championship.

BASKETBALL

In basketball, GAA had 660 players register for the 2015-2016 season, up 3% from the previous year. We continued to partner with HBES, WGES, GES and GMS for gym time and, for the first time, expanded our partnership to include SES. GAA won County Championships in 8U Boys, 8U Girls, 10U Boys, 12U Boys, 12U Girls, 12U Open Boys, 14U Boys, and 17U Boys, for a total of 9 championships.

FOOTBALL & CHEERLEADING

In football, GAA had 38 players register along with 22 cheerleaders for the 2015 season, down 19% from the previous year. The absence of a 4th Grade team was significant but we anticipate fielding teams in 4th, 5th, and 6th grades for the 2016 season.

SOFTBALL

In softball, GAA had 78 players register for the Fall 2015 season, down 28% from the previous year and 111 register for the Spring 2016 season, down 16% from the previous year. For the first time, GAA had teams participate in the 8U and 12U County All-Star Summer Series.

FINANCIALS

From July 2015 through March 2016, GAA's revenue, increased 4.0% over the same time period one year ago. The increased revenues are attributed to increases in concession sales and the number of athlete registrations. No registration fees were increased in 2015. Through various cost controls, changes in certain vendors, and the consolidation of certain contractor arrangements, GAA reduced expenses 7.4% to. While the timing of certain

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expenses can vary from year to year, GAA has increased net income significantly. For the same reporting period, GAA assets have increased 30.3%.

COMMUNITY SUPPORT

The Board of Directors of GAA has made supporting youth sports throughout our community a priority. Each season, GAA has granted scholarships to players who might not otherwise be able to play youth sports. Furthermore, donations of gift certificates have been made to PTO fundraisers and silent auctions by GAA further demonstrates our commitment to the community.

Additionally, GAA has fully- or partially-funded the replacement of basketball backboards in the gyms at HBES, WGES, and GMS. The Board has also approved future funding (dependent on availability) to replace the basketball backboards in the gyms at GES and SES.

Finally, GAA continues to invest in Grassland Park, seeking to improve the facilities through capital improvements.

FUTURE PLANS

As we look forward to our 30th year, GAA is making big plans for our future. As several of the neighborhoods we have served for years begin to turn over with younger families moving in to the area, GAA will ramp-up its marketing programs. Our online presence has been greatly improved, with a redesigned website (www.PlayGrassland.com), SEO landing sites (www.BrentwoodYouthSports.com and www.FranklinYouthSports.com), and social media accounts ([Twitter](#), [Facebook](#) and [Instagram](#)).

GAA has also initiated an outreach program with the elementary schools we serve by placing informational flyers at each location as well as with local pre-schools. We are also exploring outreach efforts with other local youth sports organizations such as the Fieldstone Farms Flippers and Cottonwood Pirates swim teams.

Grassland Park—despite recent capital improvements—is in need of significant additional improvements. Improved lighting, grade improvements to fields, grass infields, improved and additional batting cages, additional irrigation, improved football practice areas and an expanded concession stand are all on the list of future projects. Significant fundraising from sponsors, individual donors and local government will be needed to move forward with these endeavors.

Submitted to the Grassland Athletic Association Annual Meeting on Sunday, May 1, 2016 by:

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