

GRASSLAND ATHLETIC ASSOCIATION

Sunday, May 20, 2018

2017-2018 PRESIDENT'S REPORT

As Grassland Athletic Association ("GAA") closes its 31st 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 188 players register for the Fall 2017 season, down 4% from the previous year and 365 register for the Spring 2018 season, down 15% from the previous year. GAA also hosted several baseball tournaments last summer, including the 1st Annual Middle Tennessee Baseball Association Championship Tournament, the USSSA Global Super State, the USSSA Tennessee State Championship, and the USSSA Global World Series Tournament. This summer, plans are in place to host the 2nd Annual Middle Tennessee Baseball Association Championship Tournament, the USSSA Tennessee State Championship, and the USSSA Global World Series Tournament.

BASKETBALL

In basketball, GAA had 652 players register for the 2017-2018 season, down 3% from the previous year. We continued to partner with HBES, WGES, GES, SES and GMS for gym time. We began an increased focus on Open League teams to keep top-level talent playing within GAA with good success. Additionally, GAA won multiple Williamson County Championships after a very successful league season and tournament.

FOOTBALL & CHEERLEADING

In tackle football, GAA had 50 players register along with 12 cheerleaders for the 2017 season, down 21% from the previous year. The continued absence of a 4th Grade team was significant, and we are evaluating league options for the 2018 season. Additionally, GAA partnered with WCPR to offer flag football for the first time in 2017 and registered 25 players in the 8U age group. Plans are in place to offer flag football again for the 2018 season.

SOFTBALL

In softball, GAA had 91 players register for the Fall 2017 season, up 11% from the previous year and 125 register for the Spring 2018 season, up 2% from the previous year. Strong registration numbers in both the 6U and 8U age groups should provide a strong foundation for future programs.

FINANCIALS

From July 2017 through April 2018, GAA's revenue, decreased 19.2% over the same time one year ago. The decreased revenues are attributed to declines in the number of athlete registrations and sponsorships. Through various cost controls, changes in certain vendors, and the consolidation of certain contractor arrangements, GAA

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reduced expenses 2.9%. While the timing of certain expenses can vary from year to year, GAA net income has decreased significantly, although we remain in the black for the current fiscal year. For the same reporting period, GAA assets have decreased 4.8%. Much of this decline can be directly attributed to large capital purchases that were required to replace a John Deere Gator and purchase new field prep equipment.

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 GES and SES. The Board also approved a donation to help support returning baseball to the GMS campus through the development of an on-premises baseball field.

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

FUTURE PLANS

As we look forward to our 32nd 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.

GAA continues its 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 continuing 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—needs 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 20, 2018 by:

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