

# GRASSLAND ATHLETIC ASSOCIATION

Friday, May 19, 2017

## 2016-2017 PRESIDENT'S REPORT

As Grassland Athletic Association ("GAA") closes its 30th 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 195 players register for the Fall 2016 season, down 19% from the previous year and 430 register for the Spring 2016 season, down 1% from the previous year. The primary drivers for the decrease in enrollment were large declines in the 14U and 17U age groups. The future is bright, however, as 8U, 10U and 12U all experienced increases in registration.

GAA also hosted several baseball tournaments last year, including the USSSA Easter Egg Scramble, 3rd Annual Donnie Farmer June Jam, the USSSA Tennessee State Championship, the 9U and 11U Cal Ripken District Tournaments, and the USSSA Global World Series. This year, plans are in place to host the USSSA Easter Egg Challenge, the BPA Best of Tennessee tournament, the USSSA Tennessee State Championship, and the USSSA Global World Series.

### BASKETBALL

In basketball, GAA had 669 players register for the 2016-2017 season, up 1% from the previous year. Registration was up 10% in both 8U boys and 8U girls and 8% in 12U boys. We also had over 100 players register in 17U boys, making this our third largest division.

We continued to partner with HBES, WGES, GES, GMS, and SES for gym time. GAA won County Championships in 12U Girls and 17U Boys, and were runners-up in 10U Boys.

### FOOTBALL & CHEERLEADING

In football, GAA had 62 players register along with 16 cheerleaders for the 2016 season, up 30% from the previous year. Commitments from head coaches for 4th, 5th, and 6th grades have already been secured for the 2017 season. Additionally, GAA is exploring partnering with Williamson County Parks & Recreation to offer flag football in 2017 alongside our tackle football program.

### SOFTBALL

In softball, GAA had 82 players register for the Fall 2016 season, up 5% from the previous year and 123 register for the Spring 2017 season, up 11% from the previous year. Strong registration in the 6U and 10U divisions provide a strong foundation for future program years.

BASEBALL

BASKETBALL

FOOTBALL

SOFTBALL

# GRASSLAND ATHLETIC ASSOCIATION

Friday, May 19, 2017

## FINANCIALS

From July 2016 through March 2017, GAA's revenue, increased 3.14% over the same time period one year ago. The increased revenues are attributed to increases in concession sales, mandatory capital improvement fees, increases in individual registration fees, and the number of athlete registrations. Through various cost controls and changes in certain vendor contracts, GAA expenses increased only 0.85%. While the timing of certain expenses can vary from year to year, GAA has increased net income 12.33%. For the same reporting period, GAA assets have increased 22.9%.

## 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 approved fully-funding the replacement of basketball backboards in the gyms at GES and SES. GAA also continues to invest in Grassland Park, seeking to improve the facilities through capital improvements.

Finally, GAA was a sponsor of the Cottonwood Pirates swim team and will continue that support in 2017.

## FUTURE PLANS

GAA continues our outreach program with the elementary schools we serve by placing informational flyers at each location as well as with local pre-schools. We are actively looking at additional opportunities, similar to our sponsorship of the Cottonwood Pirates swim team, to support complimentary youth sports programs in our community while increasing GAA's visibility and name-recognition.

Grassland Park continues to be in need of significant additional improvements. Improved lighting, grade improvements to fields, grass infields, improved and additional batting cages, additional irrigation, and improved football practice areas. Significant fundraising from sponsors, individual donors and local government will be needed to move forward with these endeavors.

GAA is becoming increasingly involved in developing programs to impact youth baseball at all competition levels across middle Tennessee. We co-founded, along with Crieve Hall Baseball and Franklin Baseball, the Middle Tennessee Baseball Association, an independent youth baseball association that serves as an alternative to national sanctioning bodies.

Submitted to the Grassland Athletic Association Annual Meeting on Friday, May 19, 2017 by:

Zach Evans

President

Grassland Athletic Association

[president@playgrassland.com](mailto:president@playgrassland.com)

BASEBALL

BASKETBALL

FOOTBALL

SOFTBALL