

# *FOR THE*

Fort Saskatchewan Junior Rebels Lacrosse  
2016 Season – Report to the Community  
Presentation to City Council – Sept. 27, 2016



## *Our Mission*



*“Enabling Young Men for  
Excellence While Building  
Our Community”*





## ***1<sup>st</sup> Year Review***

- Promoted to Tier 1.
  - A 12 team pan-prairie league (Saskatoon, Winnipeg)
  - Player Draft
- Smallest community in Canada with Junior B – Tier 1 program.



## ***Our Vision (2020)***


***“The Fort Saskatchewan Junior Rebels are committed to the City of Fort Saskatchewan. We will use our excellence in lacrosse to foster community spirit, broker partnerships among City businesses and bring awareness to those in need.”***




# *Our Plan*




GOAL	TARGET (BY 2020)
<b>COMPETITIVENESS</b>	<ul style="list-style-type: none"> <li>ALBERTA CHAMPIONS (Founder's Cup)</li> </ul>
<b>FINANCIAL SUSTABILITY</b>	<ul style="list-style-type: none"> <li>NO PLAYER FEES</li> <li>PLAYER SCHOLARSHIPS</li> <li>LONG TERM SPONSORS</li> </ul>
<b>COMMUNITY AWARENESS</b>	<ul style="list-style-type: none"> <li>5 COBRAND PARTNERS</li> <li>ACTIVE BOOSTER CLUB</li> </ul>
<b>COMMUNITY INVOLVEMENT</b>	<ul style="list-style-type: none"> <li>GROW THE MINOR CLUB               <ul style="list-style-type: none"> <li>10 HOURS PER PLAYER TO MINOR CLUB</li> <li>INTEGRATED COACHING PLAN</li> </ul> </li> <li>RAISE AWARENESS (AND \$) FOR LOCAL CHARITIES</li> </ul>
<b>ORGANIZATIONAL EXCELLENCE</b>	<ul style="list-style-type: none"> <li>ACTIVE BOARD OF DIRECTORS</li> <li>SUCCESSION PLAN</li> <li>PRIME JRC TENANT (MAY 1 – AUG 1)</li> </ul>




# *Competitiveness*



- 8-12 record – finished 4<sup>th</sup> (of 6 teams) in the North Division
- Secured a playoff berth against 1<sup>st</sup> place Sherwood Park Titans
- Gave the Titans a hell of a scare but lost 3 game series 2-0




## *Financial Stability*




- Almost broke even! Slight deficit that we will be working to find even more partners to help off set.
- Learned a great deal. We have a far better understanding of the costs associated with running a club at this level.
- Challenge for 2017 season is we will have to go to Winnipeg (\$25,000 weekend)
- Must continue to broaden our sponsor base and fundraising efforts.
- Stay tuned for a big announcement for the fall/winter!



## *Community Awareness*



- Attendance was good (about 150 per game)
  - Tops in Alberta Junior Lacrosse!
  - Goal is still to triple this (500 per game)
- Really good “in kind” arrangements with
  - Fort Cinema, Movie theatre trailers
  - Kanata Inn hotel access
  - Sin Bin Sports. kids pack prizes.



## Community Awareness (2)

- Social media has been a successful channel to attract and communicate with fans and will continue to be a focus of club marketing.
  - Adding Instagram for 2017 Season (younger demographic - had requests.)

Twitter		Facebook	
Total Impressions	323,146	Reach	35,377
Profile visits	28,590	Engagements	16,850
Engagement Rate	3.2%	Engagement Rate	47.6%
New followers	250	Page Likes	114

From February 1 to July 31



## Community Involvement

- Fundraising for Not-For-Profits
  - Good relationship with Boys & Girls Club continued - helped them raise over \$1000 from concession.
  - Fort Mac weekend netted \$3500 donation to the Red Cross.
- Involved minor teams in most of home games (Mini-tyke game was a big hit!)
- Players active with minor teams practices
- More that we can do here.



## *Organizational Excellence*

- Relationship with the City continues to be a 'work in progress'.
  - Season debrief with City Manager and senior recreation staff on August 15th.
- Need more volunteers! A volunteer call out has been posted on web site and promoted through Twitter and Facebook.
- Players complete exit surveys - some good feedback, almost all had a positive experience and are looking forward to next season.