

Edmonton Ultimate Players Association

**2016
Annual Report**

EUPA

Board of Directors

Adrienne Maskalyk - President

Trevor Stefishen - Vice-President

Michael Lam - Treasurer

Derek Monderman - Secretary

Andrea Wallace - Member at Large

Don MacCannell - Member at Large

Eric Hochhalter - Member at Large

Lindsey Monderman - Member at Large

Michael Stoddard - Member at Large

Nigel Greenways - Member at Large

Committees

Canadian Ultimate Championships

Chairs: Lindsey Monderman, Chris Reid

Marketing and Communications

Chair: Nigel Greenways

Community Engagement

Chair: Nolan Rettie

Rules and Spirit

Chair: Don MacCannell

Fields

Chair: Adrienne Maskalyk

Social

Chair: Derek Monderman

Juniors

Chair: Chris Reid

Tournaments

Chair: Lindsey Monderman

Staff

Danielle Dugan - General Manager

Cayley Mendoza - Summer Program Coordinator

Volunteers

This year EUPA saw the support of 50+ volunteers acting as members of EUPA's Committees and filling critical roles to run EUPA programs and events. Additionally, EUPA utilized 251 (21 CUC Committee, 230 event) volunteers from both the EUPA and greater Edmonton community to successfully run the 2016 Canadian Ultimate Championships.

ABOUT

EUPA Objectives

The EUPA was incorporated in 2001 as a not-for-profit association founded on a handful of basic principles.

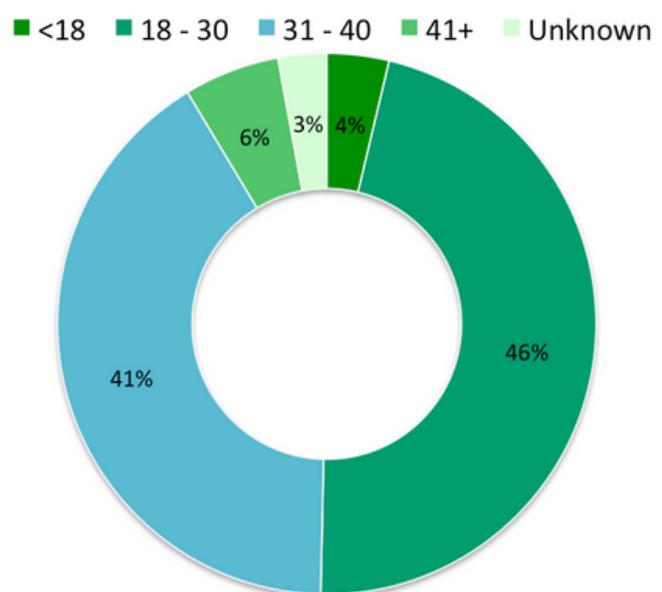
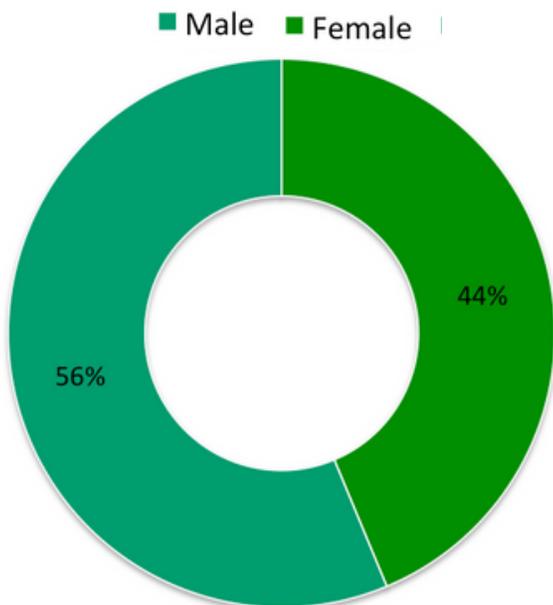
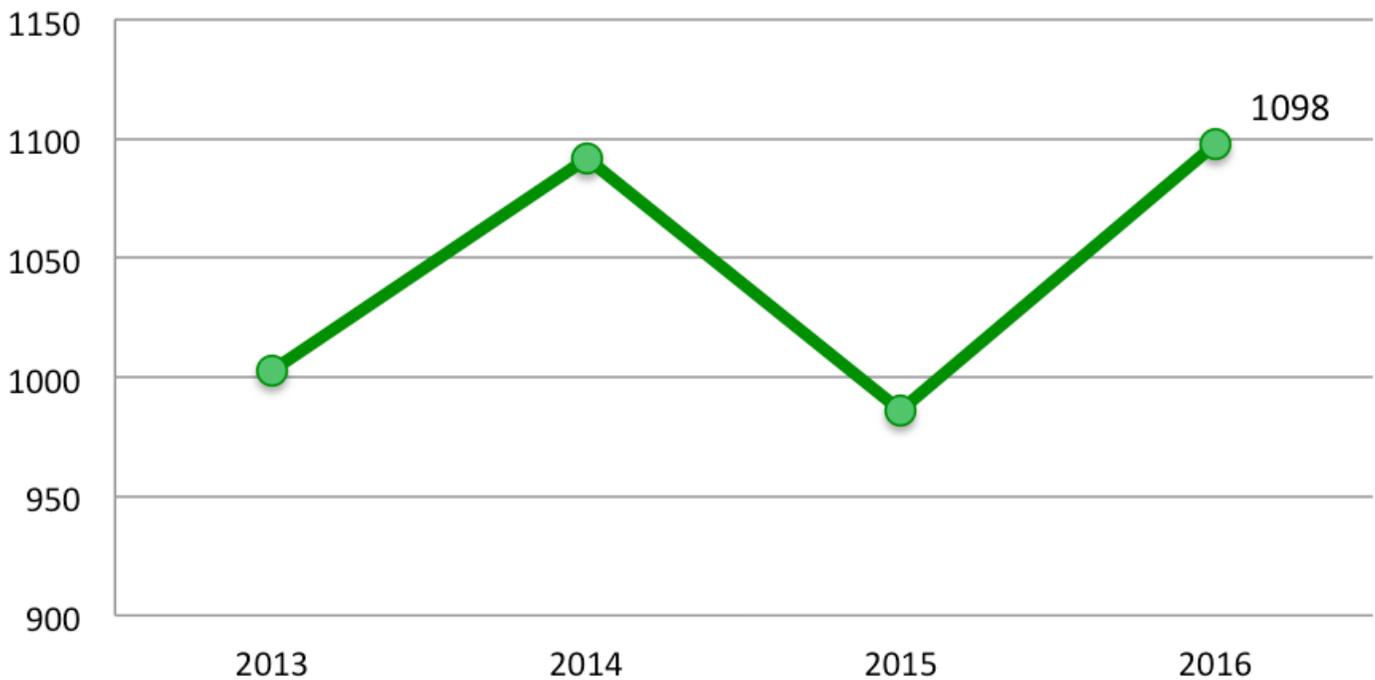
1. To promote the Sport of Ultimate and its spirit of good sportsmanship in Edmonton and surrounding areas
2. To promote physical and mental well-being through exercise
3. To provide a social atmosphere for all who play the sport of Ultimate
4. To provide an atmosphere that fosters learning, to teach beginners who would like to play the sport of Ultimate, and to assist any player that wants to play the Sport of Ultimate better
5. To organize pick-up sessions open to everyone who wishes to play the sport of Ultimate
6. To organize leagues for members to play the sport of Ultimate
7. To promote the sport of Ultimate in Edmonton nationally, through support to teams which participate in competitions and tournaments
8. To represent the concerns of persons who play the sport of Ultimate in Edmonton and its surrounding area, through participation in governing bodies such as the Alberta Ultimate Association and Ultimate Canadian.

EUPA Alberta Society corporate access number: 509406625

MEMBERSHIP

EUPA annual membership continues to be tracked by the data collected with the purchase of an annual membership required for all programs during the fiscal year (October to September). This year a growth in membership from 2015 brought EUPA membership to an all time high.

We have started to see notable growth in Junior (under 18) membership with the introduction of various youth leagues and the expansion of our Juniors programs. The 18 to 30 age group continues to be the largest demographic, followed by the 30 to 40 age group. We saw a slight increase in the percentage of female EUPA members, however this ratio continues to be fairly consistent from year-to-year.



PROGRAMS

Leagues

Indoor League

Continued to run three sessions of Indoor League at the Commonwealth Recreation Centre from November to mid-April. Two sessions of mixed and one session of single gender Ultimate.

- 376 registrations (238 unique players)

Spring League

In addition to the League of Extraordinary Ultimate (LOEU) men's league, running for 8 weeks starting in May, a new 4-week Women's Competitive League was successfully added to our Spring programming.

- League of Extraordinary Ultimate: 54 players
- Women's Competitive League: 42 players

Summer League

Despite a slight drop in the number of teams in Tuesday and Thursday leagues we were able to grow our Summer League with the introduction of a new mid-summer, 5-on-5 Wednesday league which focused on beginner to intermediate players.

- Tuesday League: 28 teams (435 players)
- Thursday League: 25 teams (395 players)
- Wednesday League: 10 teams (126 players)

Fall League

Running from September to mid-October we saw success with both a Monday Mixed Rec League and Wednesday Mixed Rec-Competitive League on artificial turf field under the lights.

- 113 registrations (all unique players)

Player Development

Continue to run several clinics throughout the year with the focus of providing opportunities for players to learn our sport,, and to increase their confidence and skill level. These clinics include:

- Women's Indoor Clinics (4-weeks)
- Indoor Beginners Clinic
- Edmonton Corporate Challenge Introduction
- Juniors Indoor Clinic

We look forward to continuing to develop these clinics and more in future years to help expose more of the Edmonton sport community to Ultimate and to help our existing members grow within their desired context.

PROGRAMS

Tournaments

Alley Kat Cups Tournament

Running on the Friday night prior to our Stubble Jumpers Tournament we continued to see strong numbers in attendance at this this fun no-skill required event.

- 60 players (30 teams)

Stubble Jumpers Hat Tournament

This year we saw a significant drop in registration numbers for this annual 2-day hat tournament. Despite the lower numbers our tournaments committee and volunteers were able to run a very enjoyable tournament which we hope to use as starting point for revitalizing event in 2017.

- 4 teams (45 players)

Pre-Fall Brawl Tournament

Building off the success of pervious tournaments we continue to have a great turnout for this September long weekend tournament with strong representation from both local and out of town teams.

- 15 teams (9 Edmonton teams, 6 out of town teams)

EUPA was also able to provide support in the running of several local tournaments including:

- Carbon Clause fundraiser (Carbon, Masters Open team)
- Prairie Summit Series (Alberta Ultimate Association)
- Winter City Warm-up (Flurry, Women's team)

Juniors

EUPA has continued to prioritize the development of Juniors program in order to be able to offer a wider range of playing opportunities for youth in Edmonton and the surrounding area.

Leagues

Continued to run an 8-week Juniors spring league with 40+ players participating in either a grade 6 to 9 or grade 10 to 12 division, and have secured space to run an indoor youth league during the winter of 2017.

Tournaments

In June we hosted our 3rd annual School Spring Championship with 8 Junior High and 8 Senior High teams in attendance. Due to some unfortunate weather in October, we were forced to shorten our 5th annual Spirit of the North Tournament to one day which resulted in only having 1 Junior High and 7 Senior High teams in attendance. Despite this set back our tournaments were once again a success that we look forward to building on in future years.

PROGRAMS

Outreach

Continued to provide coaching support to school clubs and to teach Ultimate in various session for gym classes, summer camps, and youth events.

Club Team

Continuing the grow this year our Juniors club team, Fallout, attended Sunflicker in Kelowna as a mixed team and competed in the Canadian Ultimate Championships in both the Open and Women's division. The teams continues to be supported, organized and ran by the Juniors committee and their selected coaches.

Events

With the support of the Social and Community Engagement committee we continue to run various social events such as a Indoor League wrap up party, Summer Kick-off BBQ & Pickup game, and the Summer Season-end Tournament with Beer Gardens & BBQ. As well, EUPA once again participated in the Art Hawkins Great Canadian Ultimate Game and various other community events.

We would like to make special mention of our of partnership to introduce Ultimate into Edmonton Corporate Challenge and our second annual EUPA Gala:

Edmonton Corporate Challenge

After three years of preparation, EUPA successfully partnered with Edmonton Corporate Challenge to introduce Ultimate into the games. As part of our partnership EUPA provided a large amount of support to ensure that Ultimate was introduced properly and that all players had a positive experience.

The event was a huge success with over 700 players coming out to represent their companies and play some Ultimate. The vast majority of these players were brand new to our sport and eager to learn and improve as a team during their games. We saw a lot of interest from players on how they could start playing more Ultimate, which transitioned into teams in our new Wednesday Summer League.

2016 Gala

On October 8, EUPA members, volunteers, and friends gathered at Latitude 53 for our second annual Gala. Despite snowy weather, the room was filled with smiling faces as we celebrated all that EUPA has accomplished in the past year and all of the amazing people who made it possible. We look forward to continuing with this event as a way to celebrate EUPA's accomplishments.

2016 CANADIAN ULTIMATE CHAMPIONSHIPS

**August 8-14, 2016
Edmonton, AB**

The 2016 Canadian Ultimate Championships were a resounding success. A world-class venue, great competition, fair weather, and an amazing team of volunteers all contributed to making CUC 2016 one of the best ever.

Over 1500 athletes, coaches and officials, along with hundreds of spectators, converged on Ivor Dent Sports Park in the southeast of Edmonton for a week of intense competition.

The tournament consisted of junior competition from Monday to Wednesday with 33 teams competing (14 Women's and 19 Open).

The adult division took place on Thursday through Sunday with 14 Open, 12 Women's, 8 Masters Open and 8 Masters Women's teams competing.

The hard work of the 21 members of the tournament organizing committee and the enthusiasm of the over 230 event volunteers guaranteed the success of the event. Feedback from all partner organizations was positive and athlete satisfaction was high. The tournament ran at a profit and will contribute more than \$24,000 back to EUPA. A part of this financial success is due to local businesses providing over \$15,000 in sponsorship and in-kind donations. In addition to a financial benefit, the tournament fostered many new relationships that will hopefully benefit EUPA in the coming years.



CANADIAN ULTIMATE
CHAMPIONSHIPS
2016 EDMONTON, AB

CLUB TEAMS

Fallout - Junior Open & Women

After getting warmed up at Sunflicker (Kelowna, BC), Edmonton's juniors practiced hard throughout the summer and picked up a couple new players to compete at the Canadian ultimate Championships. Congratulations to both Fallout teams for finishing 14th, and the Fallout Women for taking home the Women's division Spirit award at CUC 2016!

Alberta Flatball Club - Open

Attending both Flowerbowl (Vancouver, BC) and No Boarders (Ottawa, ON) earlier in the season, Alberta Flatball Club went into the Canadian Ultimate Championships ready to face the best Canada has to offer. Congratulations to Alberta Flatball Club for finishing 6th in the Open division at CUC 2016!

Carbon - Master's Open

Attending Flowerbowl (Vancouver, BC) earlier in the season, this local team focused hard on practicing through the summer to represent Edmonton on home turf. Congratulations to Carbon for taking home bronze and the Spirit award in the Master's Open division at CUC 2016!

Flurry - Women

Attending both Flowerbowl (Vancouver, BC) and No Boarders (Ottawa, ON) earlier in the season, the women of Flurry fought throughout the summer to develop into a strong contender at the Canadian Ultimate Championships. Congratulations to Flurry for taking home bronze in the Women's division at CUC 2016!

Throwback - Master's Women

After attending Flowerbowl (Vancouver, BC) early in the season, this new Edmonton Master's Women's team worked hard to grow into a powerhouse for the Canadian Ultimate Championships. Congratulations to Throwback for taking home gold in the Master's Women division at CUC 2016!

Mash - Master's Women

Taking the opportunity to represent Alberta at the Canadian Ultimate Championships, this group of Alberta women came together ready to compete. Congratulations to Mash for taking home the Master's Women division Spirit award at CUC 2016!

Edmonton Ultimate also saw numerous other teams and players attending tournaments across Canada and the United States, always representing our community well. EUPA continues to provide logistically and financial support to Edmonton's club teams in the form of practice field bookings, fundraising opportunities, and the Touring Team agreement which this year provided \$2900 in funding.

Marketing & Communications

Sponsors and Partnerships

EUPA has continued to work with All Canadian Gear and Alley Kat Brewing as their main sponsors in 2016, as well as some small sponsorships for various events. These partnerships have allowed EUPA to offer greater value to our membership and high quality programs and event.

EUPA continues to explore additional sponsor and partnership opportunities, with a focus on local organizations, in order to provide sustainable programming and greater benefits to our members.

Online Communications

Website

Eupa.ca continues to be hosted and supported by Typhon Solutions. EUPA regularly examines opportunities for updates and to implement developments that would improve user experience and facilitate registration, league operations and member communication.

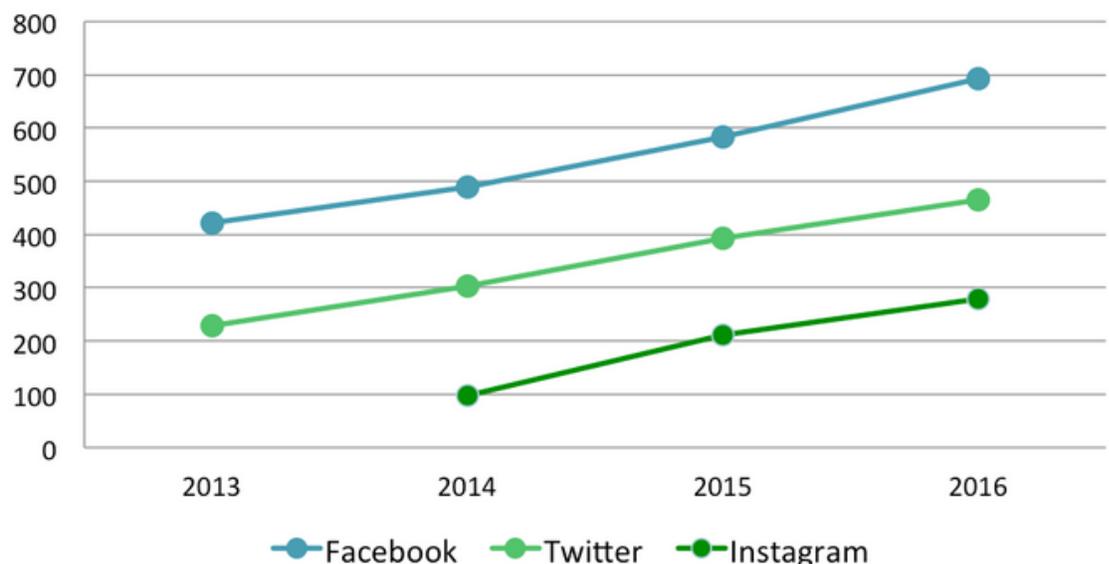
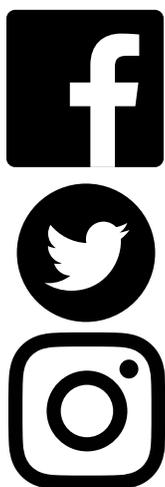
Newsletter

EUPA continues to produce monthly e-newsletters sent out to over 1,200 subscribers. Each edition of the newsletter features updates on EUPA's programs, events and projects, as well as details on what members should watch for in the near future and insight into the rules and spirit of the game.

Social Media

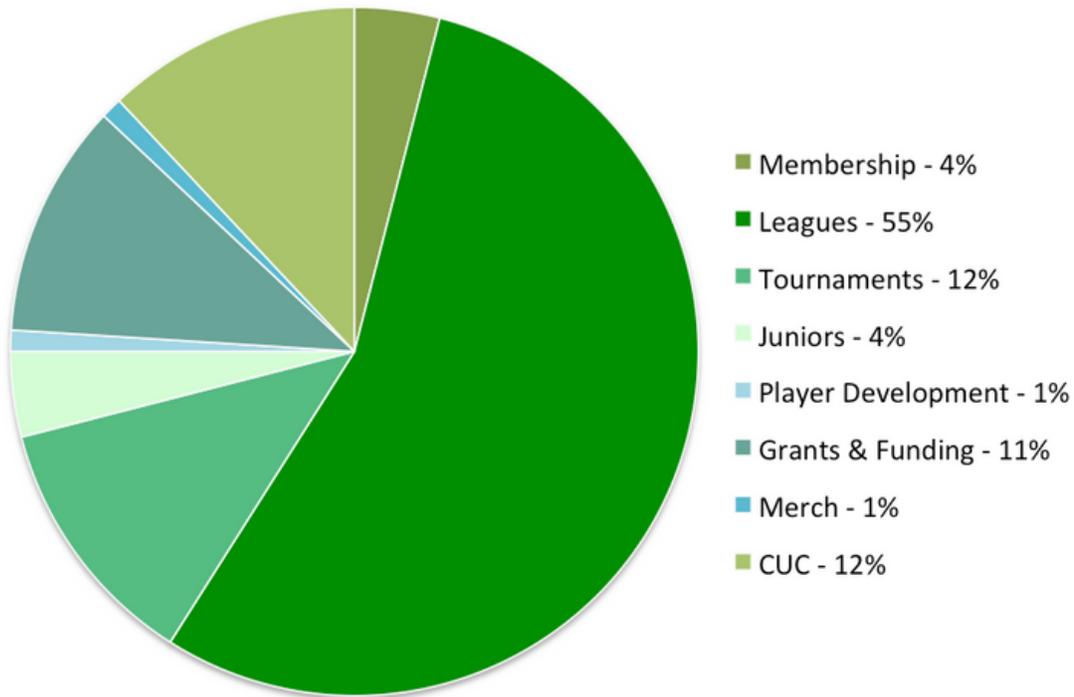
Continue to see growth in both followers and engagement from all three of our main social media channels (Facebook, Twitter, Instagram). This outlet has been a highly successful tool, allowing EUPA to communicate information more frequently and to better interact with our membership.

Social Media Followers

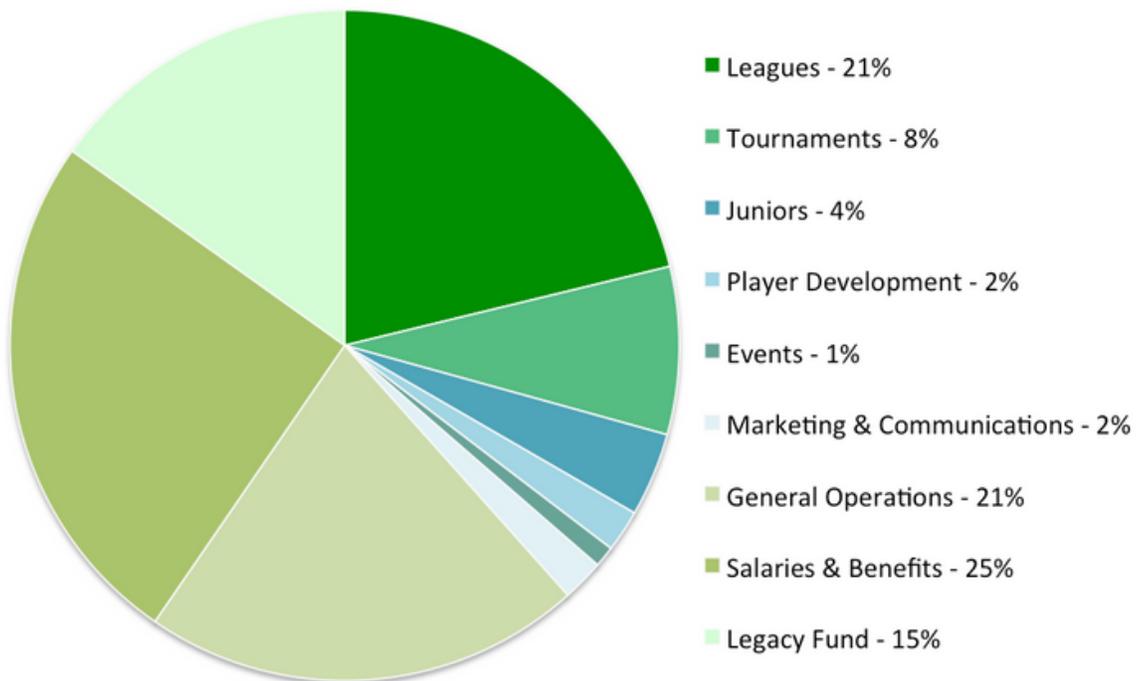


FINANCIAL

Revenues



Expenses



FINANCIAL

**Edmonton Ultimate Players Association
Statement of Financial Position
As at September 30, 2016**

	2016	2015
Assets		
Current Assets		
Cash	\$ 93,434	\$ 80,178
Prepaid expenses	1,256	1,278
Accounts Receivable	33,012	7,884
Inventory	3,407	3,072
	<u>\$ 131,109</u>	<u>\$ 92,412</u>
Liabilities and Net Assets		
Current Liabilities		
Accounts Payable	\$ 26,686	\$ 21,904
Legacy Contribution	60,000	30,000
Deferred revenue	1,436	1,148
	<u>\$ 88,122</u>	<u>\$ 53,052</u>
Net Assets		
Unrestricted net assets	\$ 42,987	\$ 39,361
Total Liabilities and net assets	<u>\$ 131,109</u>	<u>\$ 92,412</u>

FINANCIAL

**Edmonton Ultimate Players Association
Statement of Revenues, Expenses and Net Assets
For the year ended September 30, 2016**

	2016	2015
Revenue		
Memberships	\$ 8,146	\$ 7,657
Grant Revenue	22,688	17,000
Merchandise sales	1,180	1,640
Leagues	110,315	117,182
Tournaments	24,456	22,746
Juniors	8,647	5,182
Player Development	1,068	-
Events	442	3,628
Canadian Ultimate Championships	24,000	-
Interest	8	8
	<u>200,950</u>	<u>175,044</u>
Expenses		
Leagues	41,901	47,640
Tournaments	16,658	14,402
Juniors Program	8,271	9,512
Player Development Program	1,137	-
Touring team funding	2,899	4,399
Events	1,310	6,055
General and Administration	9,722	8,564
Insurance	2,365	2,465
Advertising and promotion	4,714	3,523
Merchandise	378	1,792
Salaries and Benefits	49,195	43,507
GST	28,775	-
Write-offs	-	5,158
Legacy Fund	30,000	30,000
	<u>197,325</u>	<u>177,017</u>
Excess (deficiency of) revenue over expenses	\$ 3,626	\$ (1,973)
Net assets, beginning of year	39,361	41,333
Net assets, end of year	<u>\$ 42,987</u>	<u>\$ 39,361</u>