



Minneapolis United Soccer Club

ANNUAL GENERAL MEETING

November 10, 2024

Sponsored by:



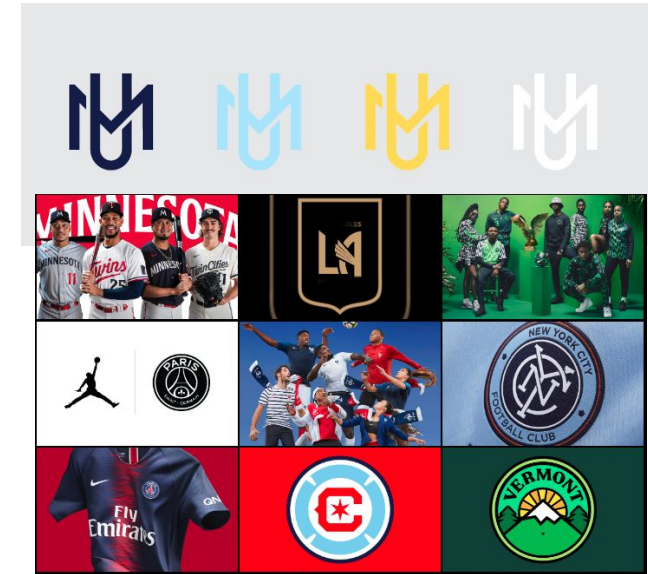
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STATE OF THE CLUB

Executive Director - Gregg Olson

- Competitive Soccer Program = Most participants ever (1115)
- Over *\$250K awarded for Financial Aid in 2023-24
- Continuation of MU's Team Fee Financial Aid Fund ("TFFA Fund")
- Summer '24 Camps = 575
- Summer '24 Rec+ = 168 MU Juniors = *162
- Summer Recreation All-Star games (boys and girls)
- Premier Sport Psychology sessions for all players, coaches and parents
- Soccer Sisters program for all Girls teams
- Rolled out MU's new brand identity refresh



**highest ever*



STATE OF THE CLUB ...continued...

Executive Director - Gregg Olson

Developed our Strategic Plan

Initiatives and planning to stem from 4 values: Community, Character, Develop and Compete

- Community:
 - Events - Coaches Cup, Holiday Cup, Rec Kickoff, Rec All-Star games, (a few more to come)
- Character:
 - Star Teammate Award, Good Sport expectations per team, Red Card review
- Develop:
 - Standardized evaluations for all players, pulse surveys (3), professional development for coaches
- Compete:
 - Review of team results and evaluation of league placement



STATE OF THE CLUB

Executive Director - Gregg Olson

- Fall 2023
 - 14U and younger teams train at Ft. Snelling and compete across the state in Twin Cities Soccer League (“TCSL”)
 - 13U and 14U boys teams compete in USYS National League
- Winter 2023-24
 - MU hosts hundreds of hours of training at 3 locations (Academy of Holy Angels, Augsburg and Winter Park)
 - Teams compete regionally and nationally in early spring showcases
 - MU adds Futsal training for the 9U-13U girls teams
 - MU hosts winter recreation clinics for hundreds of kids at Academy of Holy Angels
- Spring & Summer 2024
 - Games and practices resume outdoors
 - MU in TCSL and USYS National League
 - Practices held at many fields within the MPRB system
 - Teams travel regionally and nationally for tournaments
 - MU Summer Recreation at Pearl Park



2023-24 BY THE NUMBERS

Treasurer of the Board - Trent Lunder

Membership Numbers:

○ Competitive

- 2020-21 = 875 (COVID-19 impacted)
- 2021-22 = 931
- 2022-23 = 1,061
- 2023-24 = 1,115
- 2024-25 = 1,176 (YTD)

Membership Numbers:

○ Recreation

- Summer 2020 = 544 (COVID-19 impacted)
- Summer 2021 = 1081
- Summer 2022 = 1114
- Summer 2023 = 1127
- Summer 2024 = 1063



CLUB FINANCIALS

Treasurer of the Board - Trent Lunder

The Club remains financially healthy

2023/24 Fiscal year – anticipated a break even year on \$2.1M in revenue

- Actual net income was slightly negative on \$2.1M of net revenue
- Revenue and expense essentially flat year over year

2024/25 Fiscal year – anticipating break even on \$2.2M in net revenue

- Growth in revenue driven by expected increase in competitive program numbers.
- Facility and competitive expenses expected to increase in line with growth in numbers and fee increase.

Core Fees

- Core fee task force taking a deep dive into the fee charged to members
- Comparing services offered and fees charged to other peer clubs



MU'S STRATEGIC FOCUS

President of the Board - Ben Rasmussen

Mission:

Minneapolis United Soccer Club is committed to educating and investing in our youth, families and coaching staff by providing excellent programming to develop soccer players and quality people that will enhance our community.

Vision:

Minneapolis United Soccer Club will be Minnesota's leader in youth soccer programming by nurturing player development while providing competition in a diverse and inclusive environment that fosters individual and team growth on and off the field.

Values:

Community: Build integrity, access and goodwill within and beyond the soccer community

Character: Foster respect, camaraderie and sportsmanship within the individual player, coaches, families, and against opponents

Development: Give each player, coach and staff the opportunity to develop their skills to the highest level of the individual's ability

Competition: Create a competitive environment that challenges and nurtures the growth of players, coaches and teams



STRATEGIC FOCUS - LOOKING AHEAD

President of the Board - Ben Rasmussen

Development focus in 2024-25

Player & Team Development:

- Continue Soccer Sisters program for all girls teams
- Star Teammate awards and Good Sport expectations for all players

Coach Development

- Support and reimbursement for coach license progression

Community Development

- Rec All-Star matches vs. MU Competitive
- Second annual Coaches Cup
- Holiday Cup
- Clinics in North and NE Minneapolis

Strategic refresh for 2024-25

- Further integrate MU mission, vision and values into who we are
 - Track progress on tactics to achieve our values; develop new tactics as appropriate
- Reinvigorate committees
- Convene Financial Aid Task Force
- Perform a DEI audit



A Special Thanks To Our Managers

HUGE thank you to our managers for the work that they put in behind the scenes to ensure that each team has a successful season!

BIG THANK YOU TO OUR SPONSORS



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