



Mount Hamilton Youth Soccer Club

STRATEGIC PLAN 2021-2024

COMMUNITY UNITED

— SINCE 1964 —

History & Profile



In the spring of 1964 a group of boys in a Mountain neighbourhood were interested in playing soccer together. There were enough of them to form two teams. The teams played under the name "Linden Park". Cliff Marshall was one of the coaches. At the end of the first season the Hamilton & District Soccer Association appointed Marshall as Chairman of the "club".

In the early years, an exchange tournament with the Palatine Celtic Soccer Club was arranged. Palatine is a suburb of Chicago. The tournament gave the players of both clubs an opportunity to travel and to experience life in the community of the other team as the players were billeted with a family during their visit. This tournament carried on for 27 years.

Player registrations increased with each passing year. Players came from across the Mountain. "Linden Park" was renamed as the Mount Hamilton Youth Soccer Club to reflect the geographical base of the club. Club colours and a club logo were adopted to identify the larger club. The logo has been updated on a few occasions since then.

Today Mount Hamilton has more than 2,500 players who are aged from four years of age and up on more than 200 teams. The Club also offers teams for Men and Women 19 years of age and over. Players may play either recreational (house league) soccer or a more competitive level of soccer in academy

(ages 8 to 12) or rep (13 years of age and over). Players play in various age groups that are gender specific except in the youngest house league age divisions where boys and girls play on the same team. Most of the Club's players play recreational (or house league) soccer. Games are played on mini fields up to (and including) the 12 & Under divisions. Players advance to full field soccer beginning with the 13 & Under divisions.

Further information about the Club can be obtained from the website: www.mhysc.org.

The tremendous growth has been due to the many supporters of the Club who are involved in different capacities, members of the Executive, as sponsors and advertisers, as coaches, as match officials, as parents and as players. The love of the game of soccer together with their commitment and dedication has allowed the Club to become what it is today: Hamilton's largest and finest Soccer Club.

In recognition of the commitment and dedication of Cliff Marshall to the sport of soccer, to the Hamilton Mountain community and to the Club, the Cliff Marshall Memorial Tournament is run each year. All house league teams of the Club participate in this tournament.

Presidents Message



Dear Members,

After months of work with our Board of Directors, I am excited to announce Mount Hamilton Youth Soccer Club's new strategic plan to you! The Directors and Staff built the plan through the down time of COVID-19; using the break as an opportunity to develop this plan.

This plan outlines MHYSC's direction and priorities for the coming years with the ultimate goal of being the best club we can for the people and the community we serve. Mount Hamilton Youth Soccer Club is built on a foundation of more than 55 years of providing quality programming, where the development and experience of our players, coaches and officials' development is the priority. The strategic plan brings together a variety of inspiring goals and targets intended to improve our club and aim to provide the best environment possible for our players, coaches and officials.

Our strategic goals cover all core areas of our club's activities - players, coaches, match officials, facilities, finance, community, and club operations. Within these areas, you will see objectives to advance the development of all MHYSC players, from grassroot/recreational players, academy players, all the way through to our competitive players looking to play high performance or soccer for life. We have set well defined coach development standards and have goals to take our match official program to new summits. We will be looking for opportunities with community partners like the City of Hamilton to enhance the fields and facilities for our members providing a safe and high-quality venue.

Finally, we are seeking to extend MHYSC's value into the Greater Hamilton community, specifically in our home area, the Mountain. We are seeking to build partnerships and give back to the community which has given so much to bring our club to where it is today.

Please take some time to get familiar with our new strategic plan! It is important to us that our members know what we are trying to achieve as a club.

To achieve the goals laid out in the plan, we will need the support of you, our members, along every step of the journey! I would like to take the opportunity to thank the many individuals who assisted us in contributing to the strategic plan's development. We feel we have a plan to build on the history of Mount Hamilton Youth Soccer Club and go to new, extraordinary heights of achievement and accomplishment. I look forward to working with you and everyone else connected to the Club in implementing it over the coming years starting in 2021!

Yours in Youth Soccer,

Mark Fonovic
President
Mount Hamilton Youth Soccer Club

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Mission Statement

We are committed to developing the game of soccer and inspiring the Greater Hamilton community to strive for lifelong active and inclusive team play. We will provide a safe and healthy environment and engage our membership to enable players, coaches, staff and officials to achieve their desired goals. We promise to foster the values and ethics of true sportsmanship through ongoing skill development, training, and encouragement of players, coaches, staff and officials.



Our Guiding Principles



People



Equity



Partnership



Education

Key Goals



Players



Finance



People



Facilities



Goal 1. Players Key Result Areas

- Growth and retention of players
- Provide the best experience possible
- Create pathways for players
- Measurable deliverables
- Strengthen the Brand



Strategy →

Actions / Tactics →

Success Measures

Create Pathways for players

- Allow players to play at desired level
- Soccer for life

1. Education on soccer for life pathways
2. Identify players with talent to move to the next level
3. Implement formal program to evaluate players
4. Create a house league deliverable plan (I.e., what is house league)

- Players move up to academy and competitive
- Players stay with MHYSC long-term
- Review player evaluations with players to help develop a plan to grow
- Roll out plan at 2021 AGM

Community Outreach

- Programs for New Canadians and newcomers to the community
- School outreach

1. Host events to introduce children to soccer
2. Partner with local schools to develop programs
3. Partner with City of Hamilton or other community organizations to deliver programs where there is need

- Launch one new program
- Launch one grassroots program in a new community

Enhanced Participation

- Increase membership
- Increase retention of female players

1. See it be it (ensure younger teams see older role models) local heroes
2. Increase awareness of academy and competitive programs
3. Social media presence of the club
4. Coaching excellence

- Increase in numbers of participants
- Increase in the number of female players staying with soccer.
- Launch regional house league programs (Glikson, STM etc..)

Strengthen the MHYSC brand in the community

- Be the club everyone wants to play at
- Be the leading voice of soccer in Hamilton

1. Social media presence of the club
2. Protect the brand in the community
3. Participate on regional committee / boards
4. Continued communications with local government
5. Post weekly on social media
6. House league all-star game

- Gain a position on a regional BOD (Sport Hamilton, HSA)
- Increased presence of the club on social media (Views of online training, etc..)
- Continue to move players to higher levels of play
- Implement all-star game



Goal 2. Finance

Key Result Areas

- Increase new sources of revenue
- Keep registration fees affordable
- Increase development fund
- Financial stability



Strategy →

- Grow corporate sponsorship**
- Increase club sponsorship
 - Co-Branding

Investigate Government programs

Increase the value of the development fund

- Long term growth of club
- Emergency Fund (ie. Covid)

Partnership with community organizations:

- Look beyond soccer

Investigate new revenue sources for the club

- Non-traditional sources of funding

Actions / Tactics →

1. Create marketing collateral
2. Share vision and brand with community
3. Investigate non-traditional revenue streams
4. Protect the brand

1. City of Hamilton grants
2. Ontario Trillium Foundation

1. See facilities goal
2. Yearly budgeting
3. Programs self-sustaining
4. Vision for the future

1. Investigate affiliations or mergers with other clubs
2. Work with other sports to develop facilities and economies of scale
3. Seek opportunities to provide support to community groups in need through partnership with resources
4. Community Outreach (Neighbour to Neighbour Centre etc..)

1. Rebranding of Jamboree
2. Update the club store
3. Summer Camps

Success Measures

- Year over year growth in sponsorship (\$)
- Signage at the clubhouse

- Apply for a minimum two per year.
- Identify two new programs

- Allocate minimum 10% of revenue to development fund
- Financial stability of the club

- Join multi-sport Board of Directors
- Regular contact with other sports clubs in area
- Lead meetings and information sharing
- Be a leading voice for soccer in Hamilton
- Winter Coat drive, soccer shoe exchange

- Establish a committee to rebrand tournaments
- Sales at club store
- Revenue from club events
- Summer day programs



Goal 3. People

Key Result Areas

- Create an environment where all participants can excel
- Increase retention of volunteers
- Foster an environment of growth for all



Strategy →

Actions / Tactics →

Success Measures

Coaches

- Retention
- Development

1. Pathways for coaches to develop and obtain certification
2. Enhanced coaching materials to aid with practices
3. Yearly coaches' meetings
4. Coaches forums online

- Attendance at coaches' meetings
- Retention of coaches
- Coaches obtaining certification
- Launch of a learning plan for coaches

Match Officials

- Retention
- Development

1. Create a pathways program for match officials to move up levels
2. Provide stronger coaching and support
3. Ensure match officials participate in "respect in soccer"
4. Change schedule to allow officials more games in less time

- Formal Officials pathways program
- Scheduling excellence
- "Respect in Soccer"
- Launch of learning plan for match officials

Programs for all

- New Canadians
- School programs
- Summer Camps

1. Partner with local schools to develop outreach programs
2. Summer sports program with other organizations
3. Work with City of Hamilton to identify at risk groups
4. Explore the opportunity to enhance existing financial support programs for players who are in need

- Launch one program
- Develop plan roll out for 2022 season



Goal 4. Facilities

Key Result Areas

- Facilities excellence
- Promote the brand
- Long term club stability
- Centre of excellence



Strategy →

General park facilities

- Renovate Gilkson Park
- Bring soccer to the community
- General park improvements

Own and operate a multi-use indoor facility

Actions / Tactics →

1. Meet with local officials
2. Establish committee to identify key improvements
3. Consult with governing bodies on standards for fields

1. Create a business plan for facility
2. Work with other associations to develop needs of community
3. Work with City of Hamilton to identify possibility for government funding (Commonwealth Games etc..)

Success Measures

- Create a master wish list of improvements
- Regular connection with City officials
- Creation of committee on improvement, develop a wish list of improvements

- Have City prepare and vote on a feasibility study on the facility
- Regular conversations with City Council
- Meet with other groups to ensure support and participation
- Meet with potential partners

Special Thanks



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Peter Douliou Vice-President, Business and Administration

Craig Blondin Vice-President, Development and Operations

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Jonas Scott Discipline Director

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Rocco Pugliese Director at Large

Dan Mazzuca Equipment Director

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Adam Bond

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