



**2023
Annual Report**

**Vancouver
Ultimate League**



Message from the President



This has been a year of both stability and growth. We have continued to offer league play and instructional programs year-round for adults and youth, with stable numbers for adults. The number of youth players on the other hand, grew by 35%, thanks largely to the fact that we co-hosted youth and adult nationals this summer (with BCU). We also grew this year when we hired Pratik Garud, our first full-time youth manager. Perhaps the most noticeable 'growth' this year, or the one almost all of you will have noticed, is that we launched our new enterprise management system, on-time and on-budget.

There are many other things that our staff successfully organized, executed, or supported (co-hosting a NCCP coaching conference with BCU, facilitating field access for touring teams, Art Hawkins, and the Awards Night). They have consistently impressed me with their commitment to this league and sport and I am so grateful to work with them. Through all of this, we have made prudent financial decisions, such that we will end the year with a healthy surplus. Thank you to our incredible volunteers, including coaches, mentors, instructors, and my fellow board, and committee members. Your contributions build and strengthen our community and our sport.

And finally, thank you to our partners VC Ultimate, London Pub, Russell Brewing, East Van Brewing Company, The Eatery, The General Public, Romer's Burger Bar, Friction Gloves, Soccerwest, Specsavers, Jointworks Chiropractic, New District Wine, Beer and Spirits and BC Ultimate and Ultimate Canada for their collaborative support.

Lisa Riddle

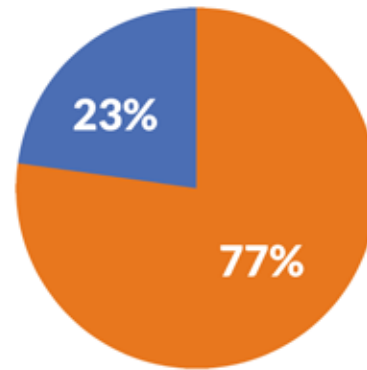
Thank you to our Partners



MEMBERSHIP

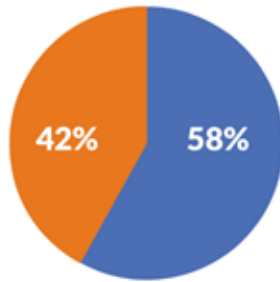
ADULT (4973)

YOUTH (1471)



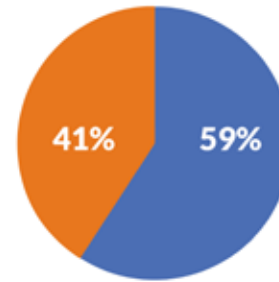
ADULT BY GENDER MATCH

MEN-MATCHING WOMEN MATCHING



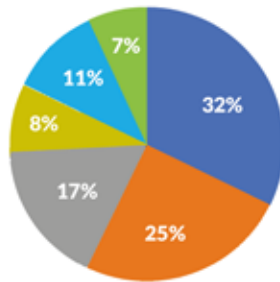
YOUTH BY GENDER MATCH

MEN-MATCHING WOMEN MATCHING



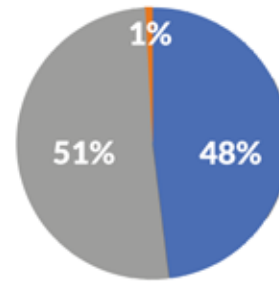
ADULT BY AGE GROUPING

19-25 26-30 31-35 36-40 41+ UNKNOWN



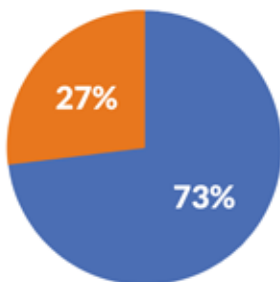
YOUTH BY AGE GROUPING

UNDER 13 14-16 17-18



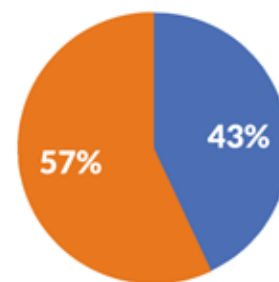
ADULT

RETURNING NEW



YOUTH

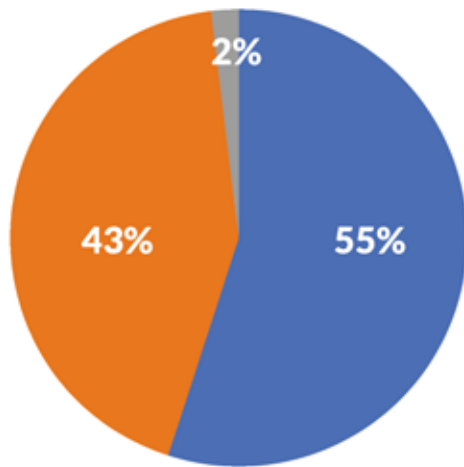
RETURNING NEW



FINANCE

REVENUE CENTERS

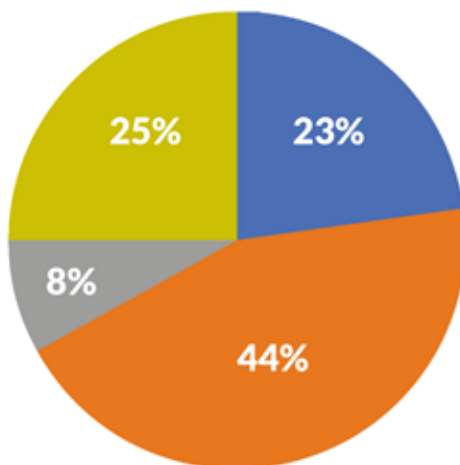
■ ADULT (\$727,047) ■ YOUTH (\$579,808) ■ MARKETING (\$24,978)



- Youth includes the four youth clubs
- Marketing includes special/social events and partnerships

EXPENSE CENTERS

■ ADULT (\$301,666) ■ YOUTH (\$572,292) ■ OPERATIONS (\$105,080) ■ HR (\$318,899)

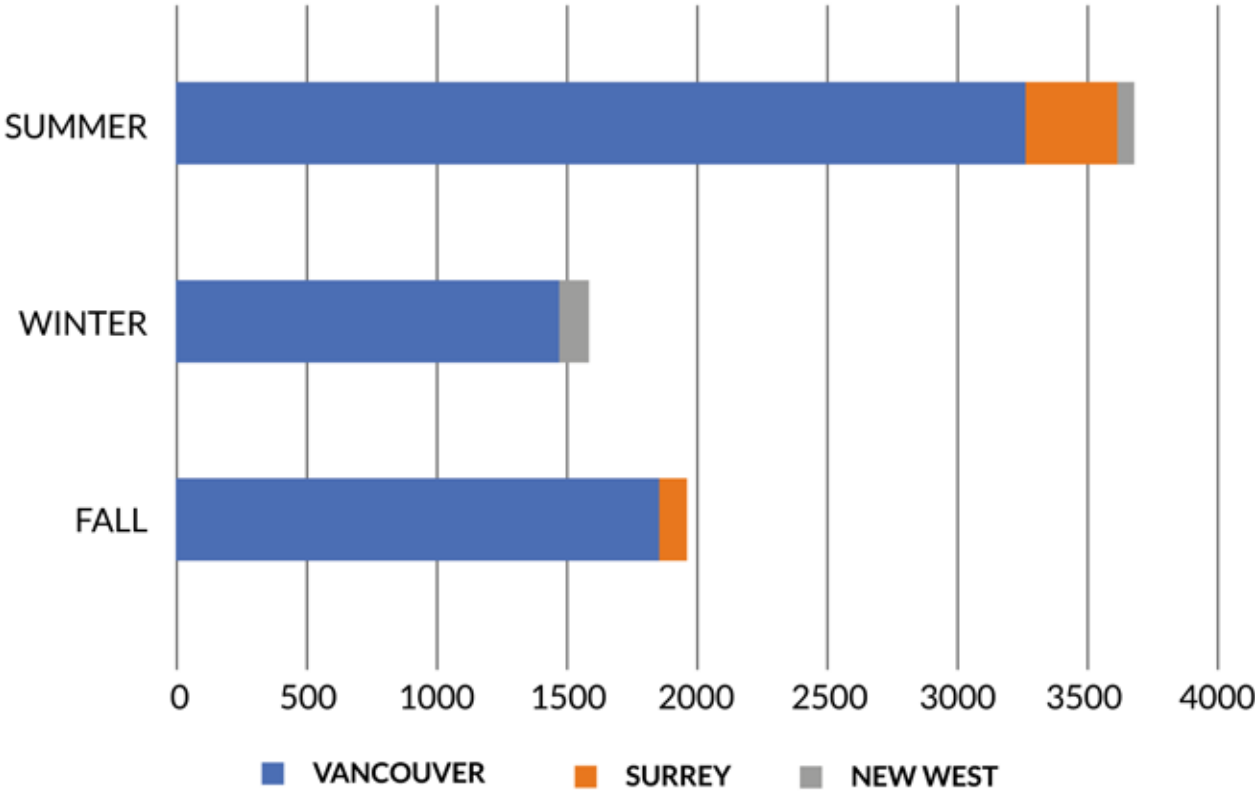


- Adult includes all program related expenditures includes instructors, and mentors
- Youth includes all program and club related expenditures includes instructors, coaches and and club coordinators
- HR includes office staff and contractors

ADULT PROGRAMMING

ADULT LEAGUE PARTICIPATION BY SEASON

	Vancouver	Surrey	New West
Fall	1902	75	0
Winter	1484	0	74
Summer	3344	236	66

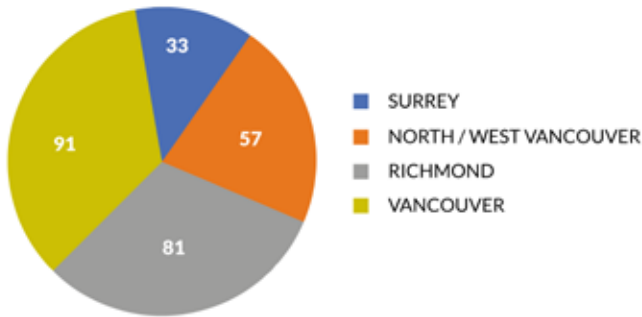


TOURNAMENTS

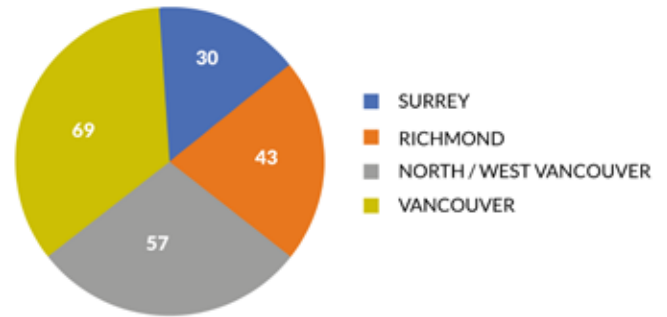


YOUTH PROGRAMMING

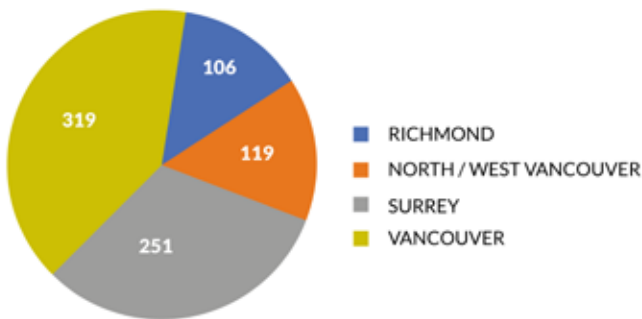
FALL PROGRAM REGISTRATIONS



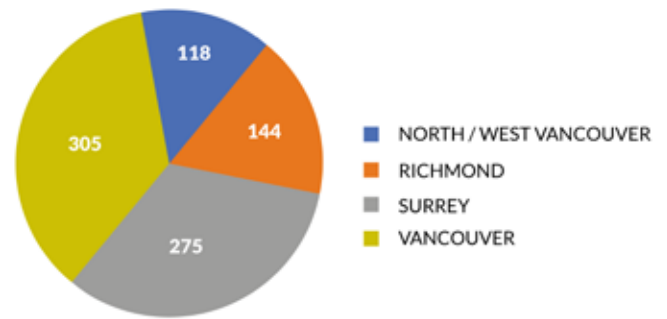
WINTER PROGRAM REGISTRATIONS



SUMMER PROGRAM REGISTRATIONS



SUMMER CLUB TRYOUTS



Medals at BC Juniors Championships

- Vortex - Silver, Women's CUC
- Strike (Reign) - Gold, Women's Regional
- Uprise (Misfit) - Silver, Women's Regional
- Vanguard (Vortex) - Bronze, Women's Regional
- Vortex - Silver, Open CUC
- Strike (Reign) - Gold, Open Regional
- Voltage (Vortex) - Silver, Open Regional
- Venom (Vortex) - Bronze, Open Regional



VUL Teams at Canadian Championships

- Vortex - Bronze, Women's
- Eclipse, 6th, Women's
- Reign - 9th, Women's
- Canyon - 11th, Women's
- Vortex - 4th, Open
- Eclipse - 9th, Open
- Canyon - 13th, Open
- Vintage - 14th, Open

OTHER HIGHLIGHTS

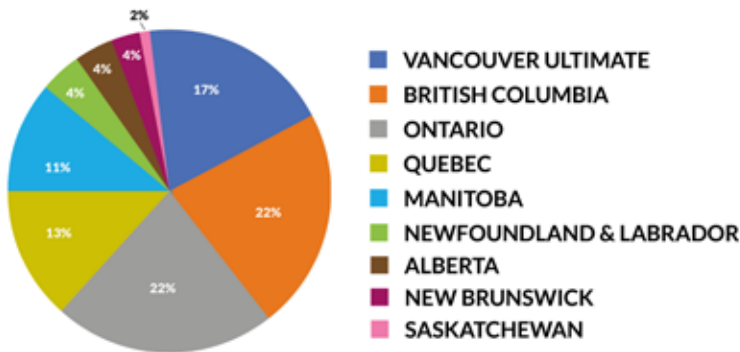


ART HAWKINS GREAT CANADIAN ULTIMATE GAME

- 44 donors
- Raised \$5,000. New Ultimate Canada record for the most funds raised by a single community organization

CANADIAN ULTIMATE CHAMPIONSHIPS

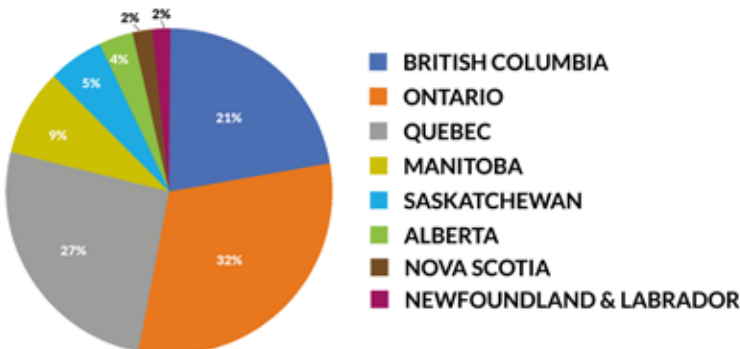
YOUTH PARTICIPANTS



BC MEDAL PERFORMANCE

- Dyno - Gold, Junior Women's
- Vortex - Bronze, Junior Women's
- Dyno - Gold, Junior Open
- Red Flag - Gold, Senior Mixed
- Furious George - Bronze, Senior Open
- Traffic - Silver, Senior Women's

SENIOR PARTICIPANTS



QUICK FACTS

- Over 2,000 spectators
- 44 junior and 51 Senior teams - 2,180 players
- \$17,148 profit shared by VUL and BCU
- Over \$3,000 in equipment, a portion shared with other BC leagues

STRATEGIC INITIATIVES UPDATE

Conduct an overhaul of our website to maintain functionality, improve ease of use, and ensure alignment with our organizational and community needs.

VUL members approved, at the 2022 AGM, the use of \$230,000 from the Capital Reserve Fund to complete an upgrade and redesign of the VUL Enterprise Management System (EMS).

The project started on December 15, 2022. The upgraded and redesigned EMS was deployed on October 18, 2023. The project will continue until February 1, 2024 with the work consisting primarily of monitoring for system errors or glitches.

The VUL will have expended \$227,016 on the project by December 8, 2023. We anticipate spending an additional \$3,675 bringing the full project costs to \$230,691. The original budget was for \$239,674.

The new version of our EMS ensures that we can maintain the integrity and functionality of our system for many years to come. We have also delivered a mobile-friendly experience (a very common request from our community) and many improvements to the user experience.

Implement a robust talent retention program to support the recruitment, training, and retention of staff, coaches, instructors, and volunteers (e.g. captains, mentors, committee members).

VUL hired a full time Youth Programs Manager to provide leadership and support the youth area which now offers programs in North/West Vancouver, Vancouver, Richmond and Surrey.

New onboarding procedures were developed for the Board of Directors, as well as for our youth programs - the area in which we hire the greatest number of coaches and instructors.

Promote a shared understanding of Spirit of The Game across all programs and at all levels.

A Spirit of the Game Committee was created in 2023 and is currently working on developing a clear definition of SOTG, revamping evaluation tools, and discussing education tactics. We look forward to continuing the important work of this committee in 2024 and encourage those interested in joining this committee to reach out to the Board.

Ensure continued access to high-quality fields that align with a diverse set of program needs (e.g. touring and club teams, camps and clinics, regional offerings).

VUL representatives and staff are actively involved in the following municipal bodies to ensure the voice of Ultimate is present during discussion on access to fields.

- Vancouver Field Sport Federation (D. St-Denis, T. Brown & W. Lebreton)
- Surrey Outdoor Sport Facilities Committee (C. Wakelin)
- Richmond Sport Council (J. Ralla)

The VUL is working on expanding its offerings in Surrey, Richmond and North Shore to remove the pressure on Vancouver's field system. Changes in the City of Vancouver's field allocation policy will impact future access to fields (grass and turf) in Vancouver. It may also impact who can register for the Vancouver program. Other municipalities are implementing regulations (such as residency thresholds) that will impact who can register for programs in their municipalities.

Develop a plan for increasing retention among new players (e.g. those having just completed their first program).

The VUL currently offers the following services to new or beginner level players.

- Offering free player clinic at the start of each season
- Offering boot camps in each season
- Mentor program for women's league

Assess how we can engage with different members of our community to improve the experience of playing (e.g., women-matching player retention, men-matching player safety education).

Work to begin in 2024.

Encourage and educate around member awareness and consideration of physical safety both for themselves and for others.

Work to begin in 2024.

Identify, develop, and deliver initiatives supporting the VUL's commitment to offering an inclusive environment.

We established an EDI committee in 2023 and look forward to our continued work on this important objective in 2024.