



Sioux Lookout Flyers Jr A Hockey Club One Year Update

December 1, 2009

To All Our Current and Potential: Fans, Supporters, Sponsors, Members, Billets, Volunteers, Players, Staff

In early December 2008, about one year ago, the current volunteer management group of the Flyers got involved with the Club and began the process of developing our current program. This 'One Year Update' provides information on the state of our Club and our plans for the remainder 2009 and into 2010.

Some of the key off-ice milestones in our first year include:

- December 2008 - Developed Organizational Structure, established Mission Statement and Goals, prepared Membership and Sponsorship Program, developed overall budget for revenues and expenses.
- Winter 2008/09 – Our volunteers and sponsors continued significant improvements to our player locker room and lounge area.
- January 2009 – We retained an experienced Junior A Coach and General Manager, Randy Lulashnyk.
- January to March 2009 – We conducted a successful membership and sponsorship drive.
- March 2009 - Incorporated non-shareholder, not for profit corporation of the Sioux Lookout Jr. A Flyers Hockey Club.
- March 2009 - Completed our first season in the SIJHL.
- March 2009 - Held first season end banquet for players and volunteers.
- April to July – Developed our Policies and Procedures Manual.
- May 2009 – We ensured all financial obligations made by the Flyers during the first season were paid.
- May 2009 – We participated in the SIJHL League AGM in Thunder Bay.
- June 2009 – We held our first Annual General Meeting, elected Board Members, accepted year end financial statement, adopted budget for 2009-10.
- June 2009 – The Board appointed the 2009-10 Management Committee.
- Summer 2009 – Flyers held three fundraising golf tournaments.
- August/September 2009 – Sponsorship drive for 2009-10 season.
- September to November 2009 – Continued to operate and improve our very professional web page, and in this 3-month time frame we recorded 21,000 hits and 78,000 page views.
- September to December 2009 – Successfully operating the Flyers Jr A Hockey Club while expanding our fan and support base.



SIoux LOOKOUT FLYERS

Jr. A HOCKEY CLUB

With your support and hard work we have improved both on ice and off ice from last season to the current season:

- We have doubled our average game day attendance from 170 per game in 2008/09 to approximately 340 per game in 2009/10.
- Our home games have become the biggest draw in Sioux Lookout. Nowhere else at any Sioux Lookout events to more community people gather in one place at one time. And we do this weekly throughout our six month season.
- In our first season we won only 2 out of 50 regular season games. In 2009/10 we have won 10 regular season games at the half way mark.
- Through memberships, sponsorships, ticket sales, fund raising events, promotions, apparel sales, and other activities we have raised approximately \$130,000 at the half way point of our year, which equates to about half of our required budget.
- Our volunteer base has increased to over 100 individuals (excluding staff directly helping the hockey team/players, it takes over 20 volunteers for game days).
- Our players are involved in the community as volunteers, employees, students.

We need to raise approximately \$250,000 per year to operate the Sioux Lookout Flyers. About 25% of our revenue comes from season and game ticket revenue. Another 25% comes from special fundraising events and sales. Over 50% of the Flyers revenue comes from sponsorships – business, organizations, and personal. We take care and pride in spending as much of our revenue as possible in Sioux Lookout. Approximate expenditures include:

- \$30,000 to the Municipality of Sioux Lookout for ice and facility rental
- \$55,000 to Billet families in Sioux Lookout for player room and board
- \$36,000 staff salary
- \$30,000 equipment, equipment maintenance, and apparel
- \$4,000 for game officials
- \$5,000+ for fundraising events including local facility rentals and restaurant banquet style meal purchases.
- Other miscellaneous expenses

We also bring new money into town when visiting teams stay over and out of town fans come in to games and visit players. While we are able to recirculate more than half of our budget in the Sioux Lookout economy we do have 'out of town' expenses which include the following approximate costs:

- \$55,000 for travel (bus, hotel, meals)
- \$20,000 for League and Hockey Northwest Ontario fees and dues
- \$15,000 for player recruitment expenses



SIoux LOOKOUT FLYERS **Jr. A HOCKEY CLUB**

The Club is preparing for the remainder of this season and next summer. We are reviewing and planning for the following activities:

- Continued Game Day themes and promotions, which along with our on ice performance, is geared to optimize game day attendance.
- Ticket promotions.
- Sponsorship drive.
- Formation of a Booster Club and associated Booster Club membership drive.
- Pond hockey involvement and associated activities.
- Curling fun-spiel fundraiser.
- Play-off activities and promotions.
- Year end banquet.
- Membership drive for the 2010-11 hockey season.
- Summer golf tournament fundraisers.
- Other community event/fundraisers being considered include: dragon boat race, ice fishing derby, sports dinner.

We need to continue to improve in all areas and look forward to on-going and renewed support from our current sponsors and supporters. One area where we feel we need to make significant improvement is sponsor recognition. If you are one of our sponsors please let us know how we can provide more and improved recognition for your valued contribution and support – we will and must do better in this area to keep our valued base of sponsorship. We welcome your ideas and constructive criticism.

For those of you already on board with the Flyers, thank you very much for your continuing support. For those considering coming on board, or increasing your current level of involvement, please do so. If you would like to contact us please do so. Visit our informative web site at www.siouxlookoutflyers.com where contact information is available. Or visit and talk with us at the rink on game days.

Thank you for your support.

On behalf of the:

Sioux Lookout Flyers Junior A Hockey Club

Doug Lawrance
President