



2021

Annual Report

**Calgary Minor Soccer Association
Indoor 2020/2021 & Outdoor 2021 Seasons**

www.calgaryminorsoccer.com



Contents

Message from the President	3
Message from the Executive Director	4
About CMSA	5
Membership	6
Recovery & Support	7
League & Technical Developments	8
Modifications	8
Grassroots League Highlights	9
Alberta Youth Soccer League	10
U10 Wrap Up Festival	11
Vancouver Whitecaps Partnership	11
Facility Development	12
Coach Education & Development	13
Referee Development	14
Safe Sport	15
Discipline Stats	15
Sponsors	16
Communications & Marketing	17
CMSA Directory	18

CMSA acknowledges that we live, work, and play on the traditional territories of the Treaty 7 region of Southern Alberta. This includes the Blackfoot Nations - the Siksika, the Piikani and the Kainai, the Tsuut'ina and Stoney Nakoda First Nations and the Métis Nation of Alberta, Region 3. CMSA acknowledges all people who call the Treaty 7 Region home.



Message from the President

As we reflect on the past year, and the uncertainty that we all faced heading into the Indoor 2020/21 season, what stands out is the resiliency and dedication of our soccer community and the hard work from each of our member-clubs to come together to restore our sport.

It was evident in team numbers that families were eager to return to the game for the Indoor 2020/21 Season. Participant safety remained CMSA's top priority, and we worked closely alongside our governing bodies and the Government of Alberta to ensure a safe return to the field. Unfortunately, two weeks into the season, rising COVID cases and new restrictions forced a halt to sport, activity, and opportunities for the community to come together.

Our membership was quick to adapt and demonstrated their commitment to keeping players active and engaged virtually over the course of the indoor season. During this time, CMSA staff worked tirelessly to secure grant funding for the relaunch of our sport and prepared numerous contingency plans to support a safe return for the outdoor season. By June of 2021, and a 14-day quick start plan, minor soccer was back. Although condensed, the outdoor season was able to play from start to finish; our first complete season in over 15-months.

In light of the pandemic, there were many significant milestones and successes to note over the last year. Starting with the re-opening of the Calgary West Soccer Centre following a \$2.1 million dollar renovation to convert the boarded fields into an 11v11 pitch. This facility has now become the pinnacle of soccer in Calgary. Boasting a FIFA Quality Pro Surface we are positioned to support

the growth of the game as we transition the indoor sport to a boardless format.

Facility development remains a strategic priority of CMSA with efforts to maximize the use of existing assets in the city for year-round play. This includes working with the City of Calgary, the Greater Calgary Amateur Football Association, and the Blizzards Soccer Club to build a seasonal dome over the Encana Field at Shouldice Athletic Park. We anticipate access to this field for our league by Fall 2022.

In the spring of 2021, the City of Calgary also announced a \$154 million dollar investment into recreation with a significant portion of these funds being allocated toward field sports. This is an exciting time for soccer as investment into facilities provides CMSA with the foundation to engage more youth in the sport, to elevate our programming, and to ensure access to quality training space for our membership.

In 2021, after five years serving CMSA as Executive Director, Susan Cress announced she was moving on to a new opportunity. The Board would like to thank Susan for the leadership and dedication to CMSA over the years. Susan was instrumental in navigating CMSA through the pandemic and provided significant support to our membership during this challenging time. She was the driving force behind the renovation project at the Calgary West Soccer Centre and has created a legacy for CMSA and our sport in making this project a reality.

Following Susan's departure, the Board undertook a national executive search to hire our new Executive Director, Carlo Bruneau. Carlo comes to CMSA from the Winnipeg Youth Soccer Association (WYSA) where, as Executive Director, he lead many creative programs to grow soccer participation. Carlo brings extensive experience in facility management, community engagement and stakeholder relations and CMSA is excited for the future of youth soccer in our city and the leadership Carlo will provide the local soccer community.

At the close of this year, we are also saying goodbye to 4 long-standing CMSA Board Members: Brenda Madge, Alison Meaney, Paul Sinclair, and Brian Hierath. Each of these individuals made significant contributions to the sport of soccer and we are indebted to the commitment from these volunteers who have helped to build opportunities in Calgary.

Finally, I would like to thank the CMSA staff who have continued to demonstrate their commitment and passion to our sport and our community over the past year. The dedication among these individuals was paramount in launching the indoor and outdoor season. The effort of this team, the long hours, and the flexibility they demonstrated to ensure the youth of Calgary could get back on the field has been remarkable. Thank you Allin Cannady, Jennifer Hogg, Jordan Stewart, Jennifer Chudyk, Kim Kerr, Mike Zepeda, Leslie MacLeod and Juanita Renwick for our success this past year.

As soccer moves forward, CMSA remains focused on safety, growing the number of players, improving the quality of our programs, supporting our members and continuing our growth around diversity, equity and inclusion.

We have made a safe return to the pitch, and we look forward to the year ahead as we continue to build on the momentum we have created this past year.

Sincerely,

Lyle Waldren
Calgary Minor Soccer Association
President

Message from the Executive Director



Since joining the Association nine weeks ago, I can already attest to the passion and determination of this community through your efforts to relaunch soccer and build exceptional opportunities for our youth to develop through the beautiful game. You have demonstrated your resiliency and adaptability, working tirelessly to get the 2020/21 indoor season launched, and then again preparing in light speed for a quick start to the 2021 outdoor season kick off in June. This is exceptionally worthy of recognition, and I commend you all for your incredible efforts to get us back on track.

The newly renovated Calgary West Soccer Centre played host to team and club training throughout the 2020/21 indoor season as we pivoted between restrictions. The renovated facility now features a FIFA Quality Pro Surface which is the gold standard of fields and will provide our players, coaches, and officials an optimal environment to further develop as we transition away from boarded indoor soccer.

The abbreviated 2020/21 indoor season allowed us to focus on our off-field education, which remains a top priority for the Association. We pivoted to online learning, having more than 400 local coaches complete their NCCP theoretical training, with another 268 taking advantage of the virtual educational offerings featuring local and international experts. More than 140 officials graduated from the entry level course this past year, which will be key in helping us recover to pre-pandemic norms. The Association has built a framework to recruit, educate and retain more officials with key initiatives to be launched in the new year.

This past summer, our community faced the complexities of COVID-19, extreme heat conditions, and wildfire smoke, but none of which could stop us from getting back on the pitch; a true testament to how tough soccer players are, contrary to some popular belief. Despite these challenges, together, we took some important steps in moving the game

forward and creating an environment where all players, regardless of age or skill level, can thrive. Starting in the 2021 outdoor season, with the support of our member clubs, we successfully implemented the Grassroots League for our youngest players. By collaborating together, and aligning with Canada Soccer, we are making strides in evolving the player experience and development of the game at the grassroots level. We saw the 2021 outdoor season return to 73% pre-pandemic registration numbers, and this would not have been possible without the entire soccer community rallying together to get our youth back on the field.

The Association also played an instrumental role in launching the inaugural season of the Alberta Youth Soccer League, a high-performance development competition for clubs who have achieved National Youth Club License status. This past season, we had four member-clubs participate in the U15 division, the most of any District within Alberta Soccer. The Association is extremely proud to congratulate the Calgary Blizzard SC 06G and Calgary Foothills FC 06B, who both captured the inaugural season league championships in their respective divisions.

The Association continues to be committed to advancing and growing our game, as evidenced by our involvement in the construction of the Shouldice seasonal dome, and the Calgary Soccer Centre dome slated for completion in 2022 and 2023 respectively. These two projects will provide better experiences for our participants and create more consistent play from season to season with the transition away from boarded soccer. Our municipal government has also made a significant commitment to recreational infrastructure development, amounting to a \$109 million investment in field sport, and the Association is working diligently with City Council and Administration to influence the design and soccer access.

This is an exciting time for our sport with many opportunities on the horizon. The Women's National Team is the best

in the universe, our Men's National Team is peaking at 40th on the FIFA World Rankings, and as a co-host of the FIFA World Cup 2026™, Canada can truly position itself to become the soccer nation it was always meant to be. The AYSL and CPL play important roles in this matrix, and together if we continue to work collaboratively to develop and evolve the game, we are likely to see some Calgarians compete at the most popular sporting event worldwide, right before our very eyes.

2022 will be a pivotal year for the Association and our community as we establish our new normal, while focusing on infrastructure development, positioning ourselves back to pre-pandemic registration numbers, and supporting our clubs through a recovery phase of the sport. We are also committed to the implementation of the Canada Soccer Club Licensing program, assisting our members to achieve the Standards for Quality Soccer certification. We are headed into a special time for soccer in Canada, and I am honoured to work collaboratively along-side you, our member-clubs, to develop, evolve, and grow the beautiful game here in Calgary.

Sincerely,

Carlo Bruneau
Calgary Minor Soccer Association
Executive Director

About CMSA

As the governing body of youth soccer in Calgary, CMSA supports our member clubs and provides opportunities for all participants in a fun, safe and inclusive environment. CMSA is responsible for scheduling league games, hosting post-season play and tournaments, providing coach education and resources, offering referee mentorship and support while working with our stakeholders to grow our sport in Calgary.

We support youth through the game of soccer and provide a positive learning environment for young athletes, both competitive and recreational. We work with our partners to support local families through soccer and exist to strengthen our community while providing a healthy and safe environment where youth can grow and learn through sport.

Mission

Dedicated to working with our member organizations to develop, organize, promote, and create opportunities that allow all participants to reach their desired level of achievement with the sport of youth soccer.

Vision

Success through Soccer.



Teams

514 Indoor
540 Outdoor



Players

7297 Indoor
7292 Outdoor



Team Officials

932 Indoor
1062 Outdoor



Referees

101 Indoor
234 Outdoor



Games

424 (two weeks of play)
1298 (condensed season)

Membership

CMSA Member-Clubs



Out-of-District Member-Clubs



Associate Members





Recovery & Support

CMSA Member Club Support

The Indoor 2020/21 season began with uncertainty, new restrictions, and ultimately, a halt to sport and recreation in November of 2020. With uncertainty around when soccer would resume, CMSA explored options to support our member-clubs through grants, subsidies, and credits; over \$1.1M in savings were secured for CMSA member-clubs in the indoor season.

By June 2021, with easing restrictions and the COVID-19 vaccine readily available, CMSA launched a condensed outdoor season and reduced membership fees by 20%

\$381,362 Indoor Fees reduced by 25%

\$572,042 50% credits back to clubs, Indoor

\$154,200 Practice space offered at Calgary West Soccer Centre

\$238,258 Outdoor Fees reduced by 20%

\$1,345,862

CMSA Member-club savings in 2020/21

Grant Funding to Relaunch our Sport

CMSA worked tirelessly to identify and secure grant funding to relaunch our sport. CMSA was successful in securing \$657,000 in COVID-19 recovery funding to support our programming.

City of Calgary COVID Relief (Facility Support)

Canada Emergency Wage Subsidy

Canada Emergency Rent Subsidy

Alberta Soccer Emergency Support Funding

Canadian Tire Jumpstart Recovery Program

Provincial Relaunch Grant

\$657,000

League & Technical Developments

Heading into the Indoor 2020/2021 season, player safety remained the top priority. In alignment with the Government of Alberta's health and safety protocols and capacity limitations, CMSA prepared a cohort model for the season with no spectators. To assist coaches and managers with game day duties, CMSA allowed two parent chaperones per team to be in the facility during league games for U9 and older, and four parent chaperones for U8 and younger.

Less than two weeks into the season, rising COVID-19 cases in Alberta lead to new restrictions and lock-downs putting a pause on all team sports.

By mid-January, 'contact' play was still not permitted, but to enable teams and players to be active and get back on the field, CMSA league fields were extended to teams to utilize as a practice space.

Staff began working on a contingency plan for Outdoor 2021 and considered options that enabled a return to the field through a variety of different scenarios; 8 different scenarios were considered with options to support a safe return to play. With restrictions easing early in June of 2021, CMSA's final league plan included a 14-day restart with play commencing June 15; for some teams and players, this was the first return to the field in over 15 months.

Easing restrictions in the spring supported a league with no cohorts, no roster limits, and the ability to welcome back spectators. Keeping safety top-of-mind, social distancing was encouraged as well as masking for team officials and spectators when 2 meters physical distance could not be maintained.

Technical & League Modifications

During the indoor season and the limited on-field action, CMSA staff worked on league modification and initiatives ready to be implemented when sport could resume. This included:

- 01 A new Three-Year Technical Plan
- 02 The CMSA Grassroots League
- 03 Bio-banding
- 04 Girls in Boys Leagues

Three-Year Technical Plan

CMSA continually looks to improve and take steps towards becoming a leading district in Canada. Building off the previous technical plan, CMSA launched the 2021-2023 Technical Plan to help Govern, Develop, and Grow the game of soccer in Calgary and its surrounding communities.

Through this plan, CMSA is taking necessary steps to create soccer experiences that are accessible, child-centric, enjoyable, and inclusive. The technical plan has CMSA aligning all programming and league offerings to Canada Soccer, Alberta Soccer, and international best practices.

CMSA Grassroots League

Modeled after Canada Soccer's Skill Centre Program, the Grassroots League strives to provide children with an age and stage appropriate playing environment that allows expression, creativity, and development to flourish. Game day matches provide players with more time on the field, more time on the ball and flexible match ups through an open roster system.



Bio-banding Initiative

Bio-banding is the process of grouping athletes on the basis of attributes associated with growth and maturation rather than chronological age. Children of the same age vary considerably in biological maturation with some individuals maturing in advance or delay of their peers. The timing of maturation has important implications for competition, talent identification, and training

109 players were bio-banded onto a lower age group for developmental, social, and enjoyment reasons in the Outdoor 2021 season

Girls in Boys' Leagues Initiative

CMSA is focused on providing opportunities for female players to have access to the appropriate matches for their development. With male and female players developing at different rates (physically, mentally, socially, technically) there is a case to be made for female players to have the opportunity to play in a male league appropriate for their development. Females entered into the CMSA league can play up to 2 age groups down in the appropriate male tier up to six (6) times in one season.

5 players benefited from this initiative in the Outdoor 2021 season

Grassroots League Highlights

Why the change? The Skill Centre concept aims to provide the best environment possible, to as many young players as possible, for as long as possible.

The traditional model of grouping players based on ability only serves to identify players who are advanced in relation to their peers at the specific moment in time, rather than identify players who have potential to develop over time. This approach has shown to isolate groups of children pushing kids away from the game.

Benefits to Grassroots Soccer

- Greater sense of community and culture around the game in Calgary
- Players have a developmentally appropriate match environment and experience
- Allows for club technical leaders and coaches to be involved in all player's development
- Collaboration amongst all soccer clubs in Calgary



**1223
Players**



**105
Team Officials**



**Playing time more
than doubled for
players**

Families First

CMSA is committed to offering accessible soccer to all Calgary families. The Grassroots League is held at centralized locations to limit travel time with consistent match days and times to allow families to plan their busy schedules.

Open Rosters

Open rosters allow players to move from one group to another on match day to ensure every team and every player has a positive experience and meaningful competition.

Player Groupings

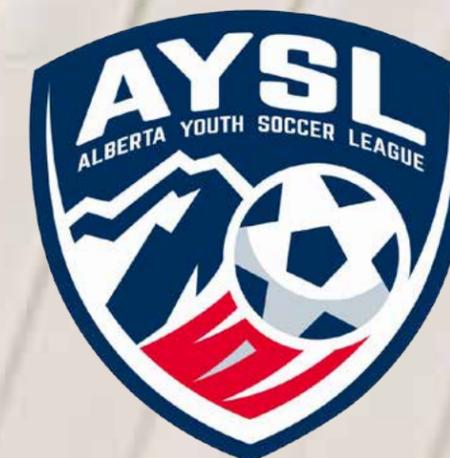
The league encourages mixed-ability groupings with an emphasis on groupings based on 'social relationships.'

Alberta Youth Soccer League

Creating a standards-based league in Alberta has been a long standing collaboration with Alberta Soccer. Working alongside Alberta Soccer and the Edmonton Minor Soccer Association (EMSA), the inaugural Alberta Youth Soccer League (AYSL) was launched in the spring of 2021 with Canada Soccer Youth Club license holders able to enter teams in the U15 division; 4 Calgary clubs entered a boys and girls team in this division.

This was the first youth soccer league in Alberta to periodize training with a schedule across the whole calendar year designed to develop players technically, physically, psychologically, and socially. All of the clubs participating adhere to the Canada Soccer national standards and have a National Youth Club License (NYCL). The schedule was created to provide the proper amount of training, competition, and rest with specific focus on maximizing the ability to use indoor and outdoor facilities that create a true soccer environment.

Congratulations to the Blizzard 06G and Foothills 06B, AYSL 2021, League Champions!





U10 Wrap Up Festival

After over 15 months away from the field, the U10 Wrap Up Festival was CMSA's first 'event' outside of league play. Sponsored by Shane Homes, the festival was a final weekend of outdoor play for U10 teams. Designed to provide a fun and memorable soccer experience that keep kids engaged and encourages them to come back next season, teams participated in two games with the opportunity to take part in other activities on site with their teammates and family.

65 teams participated



Vancouver Whitecaps Partnership

Through an ongoing partnership with the Alberta BMO Vancouver Whitecaps Academy, local players are offered a 'best-on-best' training environment and MLS pathway opportunity. The Boys Calgary Academy for high performance players is lead by Ewan Fisher and Katie Collar on the ground supported by a team of assistant coaches.

The following boys were selected for the MLS Academy for season 2021/2022. These players were identified through recommendations from their Whitecaps Academy Centre Head Coach and an additional trial:

Sydney Wathuta - Calgary Blizzard 2004
Gabe Mata – Calgary Villains 2005
Ben Schouten – Calgary West 2005
Alex Ochoa – Calgary Rangers 2007

The following girls were selected for the Girls Elite REX program for season 2021/2022. These players were identified through recommendations from their Whitecaps Academy Centre Head Coach and an additional trial:

Nyema Ingleton – Calgary Foothills 2005
Leah Parsons – Calgary Blizzard 2004

Camps

In 2021, the Vancouver Whitecaps partnered with CMSA to run two summer camps. Lead by A or B licensed coaches, as well as junior coaches all certified in Safe Sport, the camps each welcomed held 100 players, ages of U9 - U16.

Facility Development

CMSA's goal is to get more kids engaged in soccer and we believe that facilities are a key pillar in sport development. By increasing indoor non-boarded field spaces, it presents the opportunity to support and further grow the game as we enhance player development through league play and by providing quality training spaces for our member-clubs.

Shouldice Update

CMSA is working alongside the City of Calgary, the Greater Calgary Amateur Football Association, and the Blizzards Soccer Club to build a seasonal dome covering over the Encana field at the Shouldice Athletic Park.

During a technical review meeting with ATCO, the project team was informed that the existing natural gas supply line servicing Shouldice Athletic Park does not accommodate the energy need required for the dome's mechanical equipment. Installation of a new supply line is underway with anticipated access to the field for league play now scheduled for fall 2022.



Coach Education & Development

COACH

Key Programs

CMSA believes that better coaches equals better players and is committed to both formal and informal coach education to provide support and development opportunities for the coaches in Calgary. As coaches enhance their knowledge and skills, it will support a positive learning environment for youth to develop as well. Education and support remained a top priority during the down-time this past year with three key programs in support of volunteer team officials:

- 01 Free Courses
- 02 Tech Culture Series
- 03 Parent Series

Free Courses

With support from ASA, free coach education was offered during the Outdoor 2021 season through both the NCCP Community Stream courses and the new Canada Soccer Grassroots coaching courses.

Over 400 coaches completed their theoretical training throughout 2021.

Tech Culture Series

CMSA worked with international, national, and local experts to deliver a Tech Culture Series focused on education and best practices to ultimately create a better environment for players in Calgary.

The Tech Culture series consisted of presentations from experts from Japan, Belgium, England, and Canada.

268 local coaches took advantage of these opportunities in 2020/21.

Parent Series

CMSA was also committed to provide parent support and engagement during the pandemic and launched a 'Parent Education Series.' Topics focused on supporting youth athlete's mental health throughout COVID-19 as well as general education around the sport and navigating post-secondary pathways and scholarships.

Better Coaches = Better Players

The figures below represent the number of coaches that completed their NCCP Community Stream courses and the new Canada Soccer Grassroots (virtual) classroom learning components. On field components to be hosted in 2022.



Active Start
87 coaches



Fundamentals
103 coaches



Learn to Train
117 coaches



Soccer for Life
108 coaches



Certified Coaches

Children's License
4 coaches

Youth License
16 coaches

B License
4 coaches

Referee Development

CMSA strives to provide an environment for youth soccer players to have fun, develop and succeed. Referees are an important piece in a child's soccer experience and CMSA continually works to promote the different pathways in the game.

The Indoor 2020/21 season saw CMSA launch the 'First Call Program' designed to attract new individuals to officiate the game and to support the development of referees. Individuals 14 years of age and older were eligible to receive funding to cover the costs of the Entry Level Referee Course, Indoor Conversion Course or Refresher Course for new referees or who required updated credentials.



101 referees, indoor
234 referees, outdoor



142 Entry Level
Course graduates





Safe Sport

CMSA is committed to creating a positive and safe environment for all participants. All team officials listed on a roster are required to have a valid police clearance (electronic police information check, ePIC), and at minimum, each team is required to have two team officials who have completed Respect in Sport (RIS) training. Respect in Sport educates youth leaders, coaches, officials, and participants to recognize, understand and respond to issues of bullying, abuse, harassment and discrimination.

843
ePICs
processed

261
officials
certified
in RIS

Discipline Stats

	Default Notices		Cards			
	Ineligible team	No show	Yellow	Red (player)	Red (coach)	Red (spectator)
Indoor	58	4	58	1	1	0
Outdoor	32	19	766	39	6	1



Sponsors

Together, with our sponsors, it is our goal to encourage activity, bring together our community in celebration of sport, and continue to raise the awareness about the importance of leading a healthy, active lifestyle. CMSA's dedicated soccer partners provide significant support to our programming and offer direct benefits and services to our membership in support of the players, families and volunteers.

The 2020/21 seasons presented many challenges, limited on-field action, and the absence of key events, however, the following soccer partners were committed to supporting CMSA's return to the field and assisted with the launch of programming this past year - they were ready to jump back in and support the Outdoor Season. Thank you!



The Timbits Soccer Program is a community-first initiative for our youngest soccer players with the ultimate goal of encouraging life-long involvement and enjoyment of sport. We look forward to hosting Festivals and coach education sponsored by Tim Hortons over the next year!

Highlights of the program this past year:

- Member-clubs have access to Timbits jersey kits for their U4-U6 teams



Since 2008, Shane Homes and CMSA have partnered together to help build a stronger community. It is with their support that we have been able to launch the Grassroots League and our first 'event' following the challenges of the pandemic.

Highlights of the program this past year:

- Member-clubs have access to Shane Homes jerseys for U7/U8 teams
- Sponsor of the U10 Wrap-Up Festival



World of Soccer (formerly Fisher's Soccer Shack) has supported the CMSA ID Card program since 2014. As a local business, World of Soccer continues to demonstrate their commitment to Calgary's athletes.

Highlights of the program this past year:

- World of Soccer continues to support families as they return to the field by offering 10% off of purchases in-store

Communications & Marketing

In the News

Media pick up in the spring of 2021 was very positive as we pushed our 'Minor Soccer returns to the pitch June 15' media release.

CMSA was very engaged with media throughout the outdoor season to talk about the impact of the Women's National Team success and performance at the Olympics and what this means for growing the game, as well as player safety and guidelines for play with the air quality and extreme heat challenges.

Video Creation

With the launch of the new Grassroots League this past summer, CMSA created some bite-sized social clips, specifically designed as an educational tool for parents and coaches. Dave Nutt, Canada Soccer Manager of Operations Development, joined us in the filming of these videos to speak on the collaboration among the soccer community to move this new initiative and league forward. These videos focused on outlining the changes and benefits to the league and included:

All about the Grassroots League [WATCH](#)

All about Fun and Friendship [WATCH](#)

All about Flexible Match Days [WATCH](#)



270,000 impressions
2,900 followers

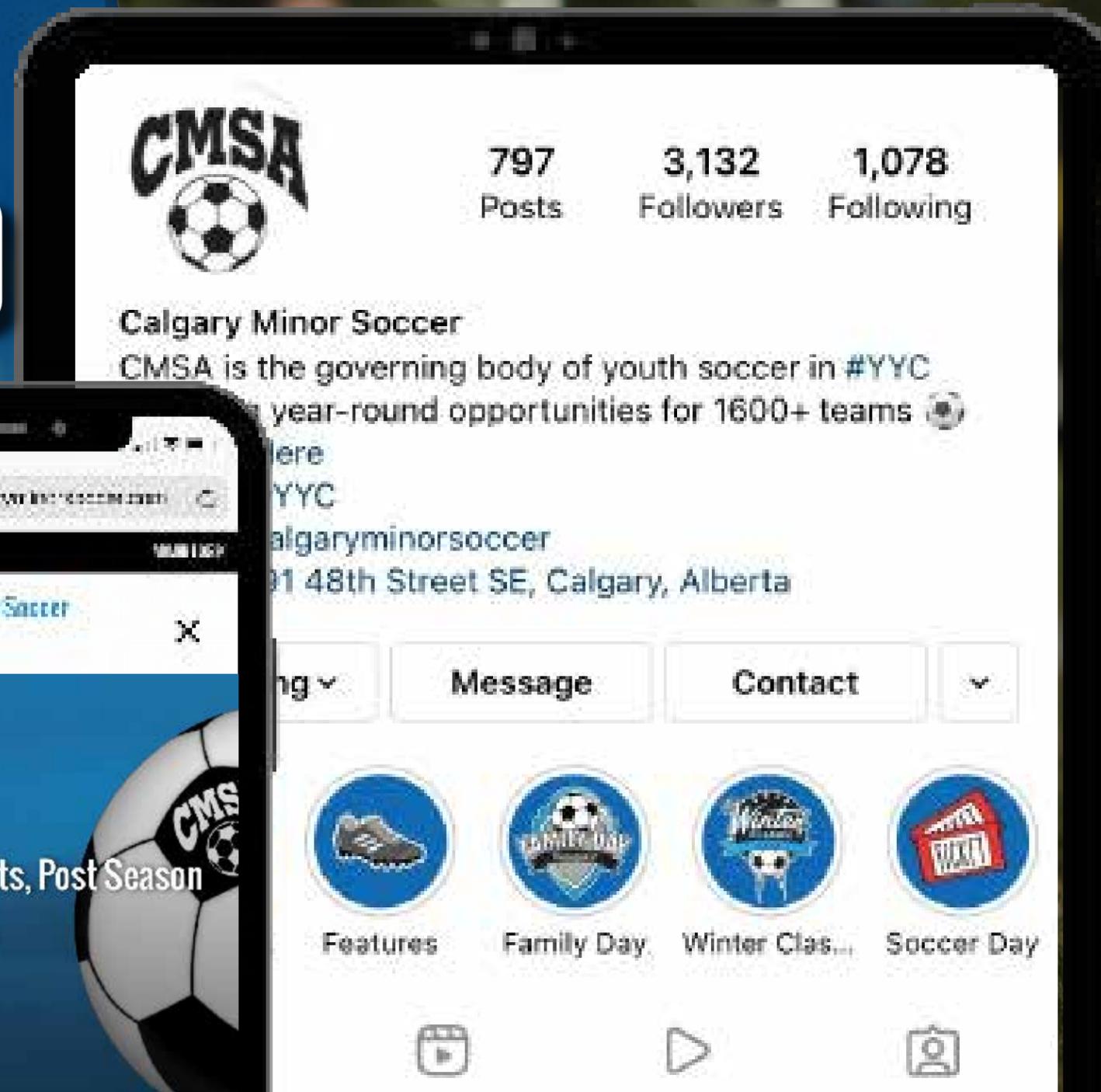


30,000+ engagements
3,100 followers



11,000 reach
2,300 followers

1,219,785
pageviews



CMSA Directory

Board of Directors

Executive

Lyle Waldren, President
Paul Sinclair, 1st Vice President
Michael Drever, Secretary / Treasurer
Marla Martin-Esposito, 2nd Vice President

Directors

Matthew Anderson
Mark Brown
Marcus Garvey
Brian Hierath
Brenda Madge
Alison Meaney
Lloyd McLellan
Ken White

CMSA Staff

Carlo Bruneau, Executive Director
Juanita Renwick, Executive Assistant
Jennifer Hogg, Operations Manager
Jordan Stewart, Technical Leader
Jennifer Chudyk, League Coordinator
Leslie MacLeod, Comm/Marketing Manager
Allin Cannady, Accounting/HR Manager
Kim Kerr, Sport Coordinator
Mike Zepeda, Sport Coordinator

Proud members of





Annual Report

Indoor 2020/2021 & Outdoor 2021
www.calgaryminorsoccer.com