



# Annual Report

Indoor 2021/22 and Outdoor 2022  
[www.calgaryminorsoccer.com](http://www.calgaryminorsoccer.com)





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**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 CMSA President

Another season in the cycle of youth soccer has concluded, and I couldn't be more proud of our soccer community. Despite challenges early in the year to adjust to pandemic restrictions, our CMSA community has demonstrated a positive return with exceptional participation numbers both in players and officials. Our member-clubs have led with passion and purpose to get our community back on the pitch, while demonstrating their commitment to provide a positive and safe environment that Calgary's youth want to play within.

In October 2021, we welcomed Carlo Bruneau to CMSA as our new Executive Director. Carlo has demonstrated his extensive soccer knowledge, creativity, passion, and leadership this past year. The talented staff working alongside Carlo: Jennifer Hogg, Jordan Stewart, Allin Cannady, Rachel Hugh, Kim Kerr, Leslie Macleod, Jesse Bowen, Sonja Larison and Emin Kalac, have been focusing on examining every aspect of our league to bring more quality and value to our member-clubs and the families that choose CMSA for their children. The excitement and growth of the Grassroots league, the return of tournaments, and the new Teal Shirt Campaign in support of first year referees, are all great examples of the hard work and leadership displayed by the team this season.

Five years in the making, the Shouldice

Seasonal Dome was inflated and is officially ready for our league play this fall. CMSA, The Calgary Blizzard Soccer Club and the Greater Calgary Amateur Football Club, worked with the City of Calgary to bring this facility to athletes in Calgary. This project is part of strategy to move CMSA to a boardless game to ultimately align the indoor and outdoor game formats. In June 2021, the City of Calgary also announced a long-term recreation plan that will continue to support the development of our programs in the coming years.

Our skills matrix supported the make up of our board that led to the recruitment of a talented slate of new members. The members selected Tom Bradley, Scott Bray, Peter de Jong, Jocelyn Lalonde, Julia McElgunn, Penny McTaggart Cowan and Steven Piepgrass to join this year's board of directors. This year we wanted to connect more and hosted a full day in person training session with the staff. Consciously, we trained on governance and around Diversity, Equity, Inclusion, and Indigeneity. This June we returned to an in person SGM, where we discussed a broad range of topics with the membership.

Looking ahead to 2022/23, we will be saying goodbye to Ken White, whose term is ending but was an important contributor to our Governance and Executive Committees.

Thank you for your commitment and dedication to CMSA.

We have just finished a 3-year strategic planning cycle. Today we are positioned to serve our game well into the future. Our inventory of boardless fields has never been better, we have updated the league software, refreshed the association's logo and brand, and our balance sheets are well managed. Soccer athletes have a broad range of programs to choose from, and our national team successes are advertising soccer like no time in recent history. Our next 3-year strategy plan is ready, as we continue to move CMSA forward.

Finally, I want to thank our member-clubs for their focus on bringing quality soccer to Calgary's youth. We are very well positioned to see continued growth of the game we love.

Sincerely,

Lyle Waldren  
President  
Calgary Minor Soccer Association



# Message from the Executive Director

My first year as Executive Director of Calgary Minor Soccer Association has been nothing short of inspiring and memorable. Working with our 37 Member Clubs, we focused many of our efforts on navigating ourselves out of the COVID-19 pandemic which had essentially sidelined soccer the past two years. The dedication and determination of our Clubs and Community to prepare and organize programming while still dealing with the effects of the pandemic proved we would come out of this stronger and more unified than ever before.

The 2021-2022 Indoor Season saw a focus on the return of league play and tournaments to our programming calendar, once again bringing joy and healthy benefits to soccer lovers. While we continued to navigate spectator restrictions during the indoor season, our community continued to demonstrate their resolve in not allowing these limitations to hinder our season. In 2020, the Calgary West Soccer Centre underwent an extensive renovation, removing the boarded fields and replaced with a full-sized certified FIFA Quality Pro Surface™. In its first full season of programming, the new configuration supported our transition away from boarded soccer to a game more consistent with outdoor play; the response from all stakeholder groups has been overwhelmingly positive. On the strength of our community, we saw a year-over-year growth of player registrations by 15% and recruited over 100 new match officials to our league. We also saw the return of our annual Winter Classic Tournament and continued to evolve our Grassroots League,

modifying formats, and further working toward the Canada Soccer Grassroots Standards.

Our 2022 outdoor season saw another step towards a return to normal and the introduction of several new programs. Another sign that the pandemic was fading, we had another positive return of player registration numbers, up 40% from the previous outdoor season. While player numbers continued to rise, we needed to ensure we had the right number of match officials to support this return to soccer. We were successful in our outdoor advertising strategies, recruiting over 100 new officials again, however we took it a step further, introducing the Teal Shirt and Mentoring Campaigns. CMSA supplied all newly graduated match officials with a Teal Shirt to wear on match day as a reminder to all participants that these match officials are new to officiating and are still learning. This campaign is designed to decrease harassment and by doing so, increase the retention of youth soccer referees. To compliment this retention strategy, we also introduced a robust mentorship program, again aimed at retaining more officials, but also to aid in their overall development. Providing the proper resources and support will create a more enjoyable and fulfilling experience for our entire soccer ecosystem.

Our grassroots program continued its evolution and under 13s experienced a change from traditional 11v11 play, to a smaller sided field and transition to a 9v9 game format. This innovative step will result in players on smaller rosters, receiving more playing time and touches, and on a field size that is more appropriate for their physical development. We are the first district in Canada to make this shift, and now others in British Columbia, Manitoba, Nova Scotia, and Ontario are looking to do the same.

We launched the inaugural Provincial Cup Qualifier competition which became our qualification method for the Alberta Soccer Provincials, replacing the traditional league winner format. 155 teams participated over 132 matches which started with a live-draw and culminated with a memorable weekend at the Shouldice Athletic Park. Our teams represented CMSA well at the Alberta Soccer Provincial Championships, in particular our U15G Calgary Southwest United and U17G Calgary Blizzard SC, who captured first place and the right to represent Alberta at the Canada Soccer National Club Championships. . At the National Club Championships in October, our teams competed hard and the U17G Calgary Blizzard SC placed with a bronze medal while our U15 CSWU team finished in 9th place.

The Alberta Youth Soccer League (AYSL) completed its second season with male and female teams in the U14, U15, and U16 age category for the National Youth Club License holders. Calgary won all six divisions against the teams from Edmonton and surrounding area – Calgary Foothills SC U14 and U15 boys and girls, and U16 girls, while Calgary West SC captured the U16 boys' title.

Off the field, we modernized the CMSA brand, introducing a new logo and style, with the youth player at the centre, a constant reminder of who we are here to serve. Our team worked with our clubs and community to develop thoughtful elements which are explained in a short video on our website. Part of the refresh included a sleek new website and software management system, Demosphere, which will also improve our registration, member surveys, communications, and league management.

This past year we launched an initiative called EmpowerHER with the goal to attract and retain more females in soccer. A committee was formed with local soccer players, coaches, officials, administrators, and volunteers, tasked with creating more meaningful experiences and opportunities for all females in the game. The committee developed a variety of resources, courses, mentorship opportunities and workshops directly targeted at youth soccer females such as the all-female C-License course, two free-female play

days, subsidization of all females who took the entry level referee course, and the Steph Labbé Champions Tour where 100 female players had the opportunity to meet, train, and even take a penalty kick against the Olympic Champion.

Were able to resume in-person meetings which allowed us to engage more frequently and effectively with different stakeholders. We introduced quarterly Club Connects with our member technical directors which has influenced discussions around league structures and ultimately the delivery of our programming. We were also able to convene our annual President's meeting and Special General Meeting with the membership this past year. These meetings provided a great opportunity to collaborate with our membership, especially as we worked through the process of developing our next three-year strategic plan which also saw a refreshed mission and vision for the Association.

As we look forward, 2022-2023 will see the opening of the Shouldice Seasonal Dome and Calgary Soccer Centre Dome, solidifying our transition to boardless indoor soccer. The new facilities will offer better consistency from season to season, on quality fields in a safer environment, and allow for greater field configurations. The implementation of Standards for Quality Soccer Club Licensing will mean our members, at a minimum, provide a developmentally appropriate,

safe, enjoyable, accessible, inclusive and welcoming playing environment for their participants.

One of the most memorable moments from this past year was our watch party in March where over 500 of us came together to witness the men's national team official qualify for the FIFA World Cup Qatar 2022™. As you read this, soccer will once again be the centre of attention with Canada's men's national team participating in the World Cup for the first time in 36 years. We know their recent success will give hope and inspire the next generation of soccer players. As our women's national team made history in 2021, we hope the same for our men's team in 2022, and with the evolution of indoor soccer and dedication from our community, I'm confident the best is still yet to come.

Sincerely,

Carlo Bruneau  
Executive Director  
Calgary Minor Soccer Association





# Participation



**37**  
Member-Clubs



**Teams:**  
637 Indoor  
915 Outdoor



**Players:**  
8,709 Indoor  
14,579 Outdoor



**Team Officials:**  
1,286 Indoor  
1,562 Outdoor



**Referees:**  
191 Indoor  
321 Outdoor



**Games:**  
4,520 Indoor  
5,105 Outdoor

## About CMSA

As the governing body of youth soccer in Calgary, CMSA supports 37 member clubs and provides opportunities for all participants in a positive, 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 stakeholders to grow the sport in Calgary.

CMSA supports youth through the game of soccer and provides a positive learning environment for young athletes, both competitive and recreational. The association works with their partners to support local families through soccer and exists to strengthen the community while providing a healthy and safe environment where youth can grow and learn through sport.

### Vision

Elevating and uniting our community through soccer.

### Mission

Dedicated to working with our member organizations to develop, organize, and promote opportunities which allow all participants to achieve their full potential in a safe, meaningful and inclusive environment.



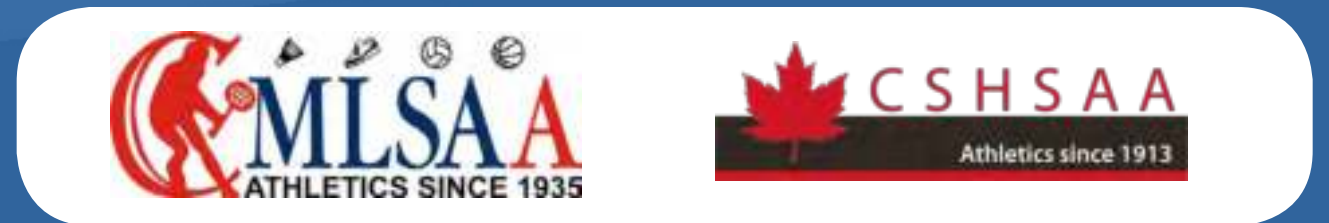
# CMSA Member-Clubs



## Out-of-District Members



## Associate Members



Indicates Canada Soccer National Youth Club License holders

# New Logo Launch

The black and white ball logo was in use for over 15 years. While CMSA's brand style had evolved over that time, CMSA was looking to refresh their appearance with a modern logo and style that reflects the youthful nature of the organization. CMSA engaged a local designer, Good Company, to lead the refresh.

## Goals through the Refresh Process

1

### Opportunity

Through the logo refresh process it was important to CMSA to work towards a symbol that visually portrayed soccer for all and the opportunity that the sport provides.

2

### Memorable

The logo must be memorable, easily recognized, and set CMSA apart as the governing body of youth soccer.

CMSA sought a unique symbol to represent the league and community as a whole.

3

### Emphasize CMSA's Why

It was important that the logo had meaning. Each element was to be intentional and work to tell 'our why'. CMSA wanted the logo to speak to our role in the community, and connection to something bigger.

## Telling CMSA's Story through the Logo



At the heart of our logo is a youth player. Regardless of background, age, or skill level, we want all youth to see themselves here and the opportunity available to them through CMSA.



The maple leaf represents the pride we have for our nation and CMSA's role in developing and growing the sport of soccer here in our city, and in our Country.



The patch from a soccer ball represents our unity through the Beautiful Game. Through soccer we provide positive and memorable experiences for youth to grow and develop as both individuals, and as players.



Combined, these elements form a symbol to display CMSA's commitment and dedication to developing the people of tomorrow and moving the game forward.

## Unveiling the Logo

The new logo was officially launched in August 2022 with a video story across platforms and communication channels. Click on the laptop to watch the video or visit [calgaryminorsoccer.com/about/our-logo](http://calgaryminorsoccer.com/about/our-logo).





# League and Technical Developments

## Key Changes to the League Structure

- Dribble-in at U10 and U11 resulted in faster restarts, more 1v1 play, and greater creativity for the youngest players.
- U9s moved to 5v5 with a Goal Keeper and aligned with Canada Soccer Grassroots Standards.
- Full alignment year-round for U7-U11 for match format to Canada Soccer Grassroots Standards and LTPD Guidelines.
- Spring and Summer offering for the Grassroots League
- Clearly defined Development and Recreational Streams at U10-U11: The labels of “Development” and “Recreation” are not to be used to differentiate between a player’s current ability or future potential. These labels are used to provide clarity to players and families when registering for soccer. Players interested in a “developmental” stream would typically be those more interested in soccer, more likely to be a full-time soccer player (those that register in recurring Outdoor and Indoor Seasons continually) or looking

for increased amounts of play and training participation within their club environment. Players interested in a “recreational” stream would typically be those that have many other interests or commitments outside of soccer, more likely to be a part-time soccer player (those that register sporadically) or looking for decreased amounts of play and training participation within their club environment to allow for flexibility within their family schedule.

## The CMSA Grassroots League

The Grassroots League grew 35% year-over-year and has seen greater club adoption and awareness to provide meaningful competition for players.

The CMSA Grassroots League is modelled after national and international best practices and Canada Soccer Grassroots Standards. The league strives to provide children with a developmentally appropriate playing environment that allows expression, creativity, and development to flourish. Match Day provides players with more time on the field, more time on the ball, and flexible match ups through an open roster system.





# Provincial Qualifier Cup Competition

In Outdoor 2022 CMSA introduced the CMSA Provincial Qualifier Cup Competition: a competitive pathway for teams interested in qualifying for Alberta Soccer Provincial Championships.

The Cup Competition provides ALL interested teams an opportunity at qualifying for provincials and removes the pressure in regular league play to 'win-at-all-costs.' Different competition pathways support coach development and shifts the behaviour in league play to ensure players are receiving equitable playing time and developmental opportunities.

Teams U13, U15 and U17 at all tiers opted into the CMSA Provincial Qualifier Cup Competition with matches running alongside the league in a single elimination knock-out



**155**  
Teams



**132**  
Matches

## 2022 Cup Competition Champions

Congratulations to the inaugural Provincial Qualifier Cup Champions who went on to represent CMSA at the Alberta Soccer Provincial Championship:

	GIRLS	BOYS
<b>U13</b>	TI: FOOTHILLS WFC 2009 GREEN TII: BLIZZARD ALLIANCE 09 GIRLS TIII: CALGLEN IMPACT 09 TIV: FOOTHILLS RAVENS	TI: FOOTHILLS FC 2009 WHITE TII SPARTANS ARGONAUTS 09 TIII: CALGLEN WHU FIRE 09 TIV: CALGLEN UNITED 09
<b>U15</b>	TI: SWU FC 07 GIRLS 🇨🇦 TII: RANGERS W ATHLETICS 07/08 TIII: CHINOOKS G15 ULTRA TIV: CNEU FLAMES	TI: LSCA WARRIORS 07 TII: EMFC UNITED 07 TIII: WHU SC 007 TIV: FOOTHILLS SONICS 2007
<b>U17</b>	TI: BLIZZARD SC 05 GIRLS 🇨🇦 TII: BLIZZARD ALLIANCE 05/06 GIRLS TIII: NCFC G17 GALAXY 06 TIV: SWU FC 05/06 GIRLS	TI: FOOTHILLS FC 2005 TII: CALGARY WEST CELTIC 05/06 TIII: CNEU MAGIC

🇨🇦 Indicates teams to Canada Soccer National Championships



# Canada Soccer Club Licensing & Standards

## National Youth Club License (NYCL)

The Canada Soccer National Youth Club Licence (NYCL) recognizes the highest achieving organizations from across Canada and rewards them with the Canada Soccer Approved Youth Soccer Club endorsement and associated MLS Home Grown Player benefits. Organizations achieving this license display characteristics and demonstrate behaviours aligned with the highest expectations of governance, administration, infrastructure, technical, support their Member Association and Canada Soccer Pathways and participate in the highest level of competition in Canada; the Canada Soccer Player Development Program.

CMSA is pleased to announce that McKenzie United Soccer Club was awarded a National Youth Club License in 2022. CMSA's Technical Plan speaks to "Better Clubs = Better Game," and CMSA is delighted to have MUSC contribute to making the game better in Calgary with this achievement through bettering their club. NYCL member-clubs include:



## Standards for Quality Soccer (SQS)

Canada Soccer's Standards for Quality Soccer (SQS) is designed to outline the minimum expectations of member organizations in Canada. It is expected that all member organizations provide a developmentally appropriate, safe, enjoyable, accessible, inclusive and welcoming playing environment for their participants, which differentiates it from non-member soccer and unorganized play. In order to be considered as a quality soccer provider, member organizations must also be in good standing with their governing organization(s) and meet the expectations of membership.

CMSA is committed to working with Alberta Soccer to bring the SQS Club Licensing to all clubs outside of the NYCL. This process will continue to occur through 2023 to begin raising the standards of all clubs and thus having a better game and experience for everyone.

## Alberta Youth Soccer League (AYSL)

The Alberta Youth Soccer League (AYSL) is the Alberta Player Development Program (PDP) in Canada Soccer's standards-based youth training and competition framework. It provides an environment (both in training and competition) to allow for high quality organizations to contribute to on-going development of players, coaches, officials, and administrators.

The AYSL is part of a national network of licensed clubs from across Alberta and standards-based competitions that fosters player and coach development in Canada. In 2022, licensed clubs entered U14, U15, and U16 divisions. Calgary AYSL teams swept the competition and won all divisions. Congratulations to all players, coaches, managers and parents.



## League Champions

Calgary-based AYSL teams finished 1st, 2nd, and 3rd in every age group and gender of the AYSL Outdoor 2022 season.

DIVISION	TEAM
BU14	Calgary Foothills 08B
GU14	Calgary Foothills 08G
BU15	Calgary Foothills 07B
GU15	Calgary Foothills 07G
BU16	Calgary West 06B
GU16	Calgary Foothills 06G





# Facility Development

CMSA's goal is to get more kids engaged in soccer and believes 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, enhance player development through league play, and by providing quality training spaces for member-clubs.

## The Shouldice Seasonal Dome

For the past 5 years, CMSA has been working alongside partners at the City of Calgary, Calgary Stampeders, Greater Calgary Amateur Football Association and Blizzards Soccer Club to bring a seasonal dome covering to the Encana field at Shouldice Athletic Park allowing for year-round play at this site.

The opening of this facility in Fall of 2022 supports CMSA's league transition to 7v7 across age groups and tiers, U10 – U19.

## Coming Soon...

CMSA continues to prioritize facility development working closely with the City of Calgary to bring new facilities online that align with the future needs of soccer as the sport moves to better align formats between the indoor and outdoor season.

New facilities coming on line in the next three years have been outline below.

- SE** Calgary Soccer Centre Field 1 (Outdoor): conversion to turf with an inflated dome allowing for year-round play – **projected late 2023**
- SW** Southwest Fieldhouse at Belmont – **projected 2025**
- NE** Northeast Fieldhouse at Skyview – **projected 2026**



# Tournaments & Events

## October 2021



### Armstrong Cheese Minor Soccer Week

This week-long celebration featured the “Why I Play” social media contest, saw CMSA onsite at league games with prizing and giveaways, provided coach resources and daily session plans, in addition to resources for parents to support athletes.

## January 2022



### Winter Classic presented by Kal Tire

Open to teams U10-U19 Tier I-IV, the tournament welcomed 88 teams, 7 of which travelled from out of town, to kick off the New Year at the Winter Classic tournament presented by Kal Tire. 167 games were played.

## February 2022



### Tim Hortons Indoor Grassroots Rally

A wrap-up to the Indoor Season for all teams U7-U11, the Tim Hortons Grassroots Rally welcomed 212 teams who each played their final game of the season and received medals and giveaways from Tim Hortons.

## March 2022



### World Cup Qualifier Watch Party

More than 500 fans joined CMSA for a Watch Party to see history unfold as Canada claimed their spot in the 2022 FIFA World Cup!

## June 2022



### Outdoor Minor Soccer Week

The Outdoor iteration introduced “From the Sidelines” where CMSA shared the spotlight on a member who went above and beyond for the soccer community. CMSA was also proud to partner with the Cavalry to host a CMSA day for families.

## June 2022



### Tim Hortons Outdoor Grassroots Rally

The Outdoor Season saw the return of family-fun festivals to celebrate the wrap up of the season for Grassroots Teams. 250 teams participated in the Outdoor Tim Hortons Grassroots Rally.



## June 2022



### Diversity Cup Support

The Diversity Cup reaches out to youth that do not ordinarily have an opportunity to play organized sports. CMSA supported the event by supplying goals and was onsite with registration information in five languages along with a fun hardest shot game.

## August 2022



### All Sport One Day

All Sport One Day, hosted by Sport Calgary, is targeted towards youth ages 6 to 17 who are looking to experience a new sport or activity for the first time. CMSA hosted multiple sessions during All Sport One Day across Calgary engaging new players in our sport.

## July 2022



### U10 - U11 Wrap Up presented by Allstate

A celebration to the season, the goal of the Wrap Up presented by Allstate is to provide a memorable experience through soccer for the whole family to keep kids engaged and encourage them to come back again next season. 174 teams.

## August 2022



### Decathlon Activation

CMSA partnered with Decathlon to promote soccer and engage the community through a shared passion for sport. The CMSA mini pitch was set up in the South Centre Mall parking lot for mall guests to try out and learn more about soccer in Calgary.

## August 2022



### Calgary Cup presented by FreshPrep

Taking place over the August long-weekend, and open to U0-U19 Tier I-IV teams, the 2022 Calgary Cup presented by FreshPrep welcomed 82 teams (35 from out-of-town).

## September 2022



### Grassroots Wrap Up presented by Shane Homes

The final event to the Outdoor Season, the Grassroots Wrap Up presented by Shane Homes, welcomed all U7-U9 teams that participated in the Summer Grassroots to a final weekend of soccer and family-fun.



# EMPOWERHER

EmpowerHER is a CMSA initiative to attract and retain females in sport. EmpowerHER was born out of a desire to create more meaningful experiences and opportunities for all females, in an effort to build confidence, improve self-esteem, develop teamwork and leadership skills, and to help contribute to growing a lifelong love of soccer. All EmpowerHER events are designed for females - players, parents, coaches, team managers and referees.

Through EmpowerHER, it is CMSA's goal to promote and activate events centred around increasing participation and retention in soccer. By providing a variety of resources, courses, mentorship opportunities and workshops directly targeted at youth soccer females, it not only aids in development of these females on field, but will lay the foundation for growth of these females off field.

EmpowerHer was made possible with grant funding from the Government of Alberta Sport Support Program.



**Development**  
Creating more opportunities for females to advance, CMSA held an all Female C-License Course and referee courses.



**Free Play Days**  
Informal opportunities for females in the community to come together and enjoy the sport of soccer.



**Mentorship**  
Steph Labbe's Champions Tour was a motivational event for young girls that included an on field session and meet and greet.



# Development, Education & Resources

In a survey to the membership, when asked about the most important aspect in soccer, across all member groups “having a knowledgeable coach who is a good role model” and “being a part of an awesome team environment” ranked highest for both the indoor and outdoor season.

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.

## CMSA’s Technical Culture Series

CMSA provides a resource called the Technical Culture Series that brings in local, national and international experts to share their knowledge with coaches.

**5 sessions held, 268 attendees total.**

## Female C-License

Through the EmpowerHER initiative, CMSA sponsored 20 women to complete their C-License Training.

## Parent Resources

CMSA also prioritized the creation of videos and resources for parents in an effort to better understand CMSA programming and ultimately support their athletes:

**Video:** Developmental vs. Recreational Programming: What program is right for my player and our family?

**Video:** All About the CMSA Grassroots League

**Resource:** Grassroots League Guidebook

**Resource:** 7v7 and 9v9 Pitch Standards developed in alignment with CSA for all CMSA games

**Video:** Retreat Line Explained

**Video:** U10/U11 Match Day Initiatives for Lop-sided matches

**Video:** Farpost Goal Setup

**Video:** CMSA Teal Shirt Campaign

**Webinar:** AYSL Informational Session

**Webinar:** #BreakTheBias hosted on International Women’s Day with Shaheez Hajj

**Webinar:** Town Halls hosted prior to season start for all age groups



**Developmental VS Recreational Programming**



**All About the CMSA Grassroots League (U7-U10)**



**Soccer Retreat Line Explained for 7v7 and 9v9**



**U10 - U12 Initiatives to Prevent Lopsided Matches**



**CMSA’s Teal Shirt Campaign (First Year Referees)**



**How to Set Up a Farpost Soccer Net**





# Referee Support and Development

CMSA strives to provide an environment for all participants to have a positive experience, develop and succeed. This season CMSA launched the Teal Shirt Campaign and revamped the mentorship program to support new referees and aid in the retention and development.

## Teal Shirt Campaign

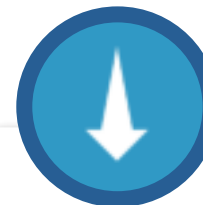
CMSA supplied all newly graduated referees with a Teal Shirt to wear on match day as a reminder to all participants that these match officials are new to officiating and are still learning. The goal is to resist the need of teams and spectators to challenge the first-year referee calls, and in turn, make the playing environment for all participants more enjoyable.

## Mentorship

To provide additional support, all newly graduated referees are paired with a mentor referee to help aid in match officiating and conflict resolution. All new referees received 4 mentorships within their first 20 games in the Outdoor 2022 season. New referees were put into a “pod” and received additional informal mentorship and access to veteran referees who helped answer questions and develop young referees. This program is vital to retain and develop referees over the long term.

This past year, CMSA saw the mentroship pool increase by 34 brand new mentors.

## Program Goals



**Decrease Harassment**



**Increase Retention**



**Provide more Support**



**Build a better Soccer Culture**



# Supporting Activities

## 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.

995

Police Clearances Processed

234

Officials certified in RIS

## Travel Permits

The easing of restrictions over the past year saw many teams take advantage of travelling out of the province for tournaments. Travel permits processed by the CMSA Office:



106 within Canada



4 to the United States



1 International

## Discipline Stats

	Yellow (Player)	Yellow (Team Official)	Red (Player)	Red (Team Official)	Red (Spectator)
<b>Indoor</b>	709	40	31	3	1
<b>Outdoor</b>	792	46	40	6	1





# CMSA Partners

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



**Grassroots  
Program Sponsor**



**Grassroots  
Program Sponsor**



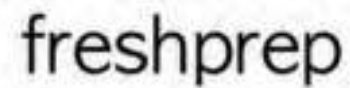
**Minor Soccer Week  
Title Sponsor**



**Winter Classic  
Title Sponsor**



**U10/U11 Wrap Up  
Sponsor**



**Calgary Cup Title  
Sponsor**



**ID Card Program  
Sponsor**



**CMSA Fundraising  
Partner**



**North Hotel  
Partner**



**South Hotel  
Partner**



**South Hotel  
Partner**

## Grant Support

CMSA continually seeks out grant opportunities to offset program costs, support innovative programming, and ensure that the Calgary West Soccer Centre upgrades and repairs are at minimal cost to the association. CMSA was successful in securing the following grants over the past year:



### Stabilize Program: Adapt and Innovate Stream

The objective of this grant is to enable organizations to find innovative ways to support and host 'live experiences' following the uncertainty of the Pandemic.

CMSA's application for game streaming software and cameras at the Calgary West Soccer Centre to ensure the accessibility of the sport for spectators was successful. This project will launch fall 2022.



### Parks Foundation: Amateur Sport Grant

The Amateur Sport Grant serves to promote development & enhance sport participation for Calgarians.

CMSA's application to the Parks Foundation sought support for the Grassroots League and was successful at securing funding for 60 new nets, community engagement activation inflatables, and net storage for the 2023 season.



### City of Calgary: Capital Conservation Grant

Capital Conservation Grant supports lifecycle projects at recreational facilities who have partnered with the City of Calgary to enable non-profit organizations to maintain and improve facilities for the long-term use. CMSA's application secured funding for the Calgary West Soccer Centre Engineering Consultant to review and assess the noted items in the Buildings Condition Assessment Report.



# New Website / League Management Tools

CMSA's website and league management tools and their effectiveness are critical in the functioning of the league. CMSA determined it was time to update the technology to create efficiencies for CMSA and member-clubs and created a committee of staff and membership to review the bids for a new website/league management provider collected through an RFP process. The committee selected Demosphere who presented the strongest league management capabilities as well as a user-friendly, modern front-end website display for communicating with stakeholders.

Demosphere provides a fully integrated scheduling package and the capability

to streamline club registration and league registration for member-clubs who also host their registration through Demosphere.

## Coming Soon...

**Launching Indoor 2022-23:** online waiver with secure digital signatures. Team management through upgraded My Demosphere experience with full app capabilities, enhanced game sheets and game reporting

**Future enhancements:** digital ID cards, digital game sheets





# Communications

## Newsletter

CMSA's Newsletter, The Free Kick, gives all Calgary Soccer Members access to news stories, league updates, success stories and upcoming events or promotions. The Free Kick is released monthly and is an essential component of CMSA's overarching content marketing and communication strategy. Email is the most preferred medium of communication among CMSA's membership and the newsletter is optimized to deliver key messages directly to stakeholders. The Newsletter doubles as an advertising vehicle to outsiders who want to be more involved with the soccer community but may not be a current member. The newsletter is built strategically to be both informative and engaging. By doing so, CMSA is giving access to information relevant to the diverse stakeholder group continuing to work towards the vision of building a stronger soccer community in Calgary.

## Video Content

CMSA has continued to shift to support consumer learning through videos putting an emphasis on developing and presenting unique content that is easy for viewers to consume and share. CMSA curated a wide array of video content, including educational, promotional, and entertaining videos – with easy to navigate playlists including “Parent Resources” and

“Soccer Education.” CMSA introduced Live Streaming as an alternative way to engage with our audience and hosted a live draw for tournament seeding earlier this year.

## Social Media

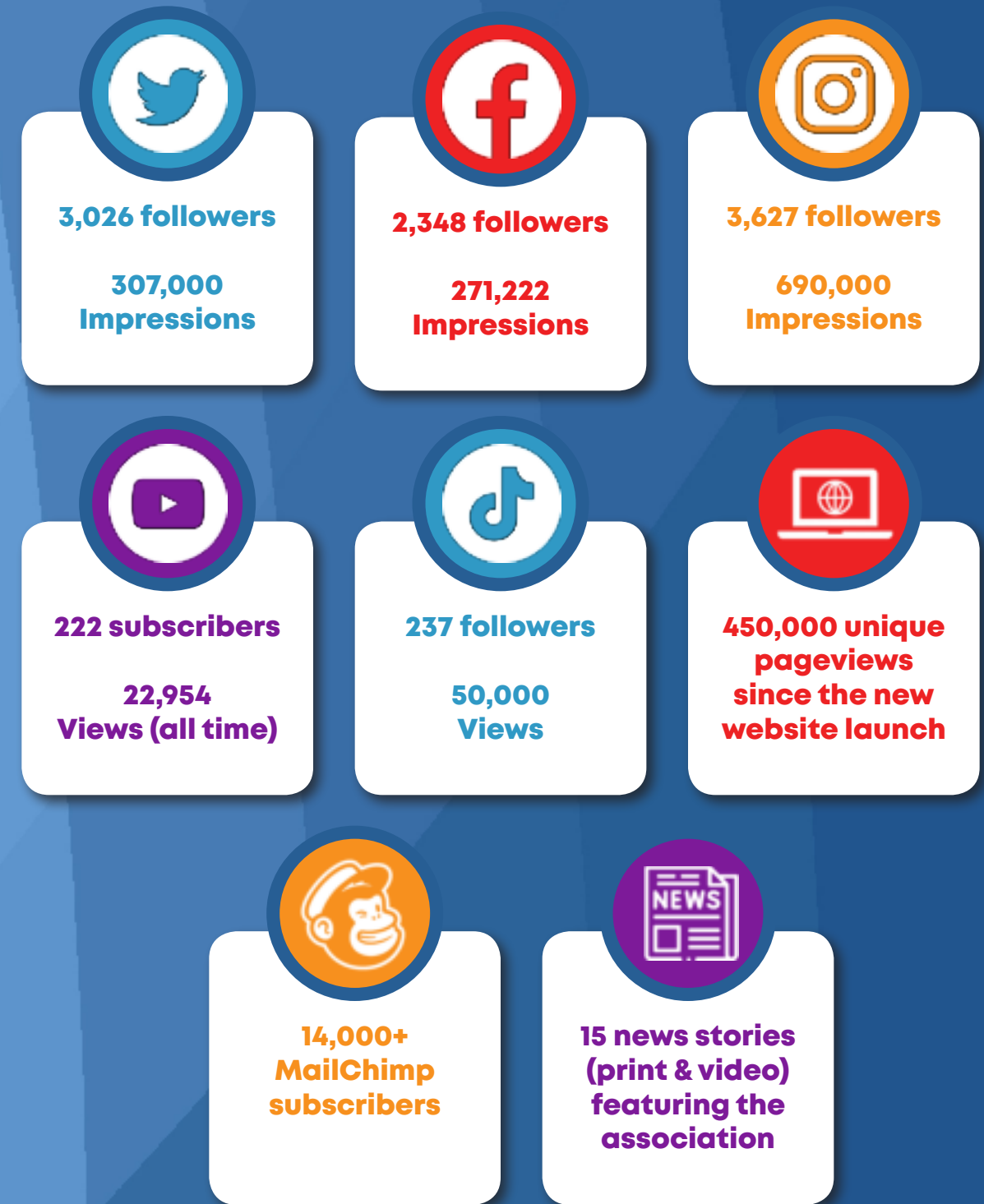
CMSA continues to utilize social media as an additional avenue to communicate with our diverse stakeholders. CMSA saw increased engagement on Instagram reels and positive impressions with contests/giveaways and in the promotion of events.

To reach a younger demographic – the players – CMSA launched on TikTok in July of 2022 and is currently experimenting with content to engage this audience and expand the association's reach.

## In the News

CMSA worked to engage media throughout the year and received consistent pickup and positive news stories around the league, competitions, and in speaking to the success of our National Teams and how it will support the growth of soccer in Calgary.

CMSA received extensive coverage around the Grand Opening of the Calgary West Soccer Centre, adapting to COVID restrictions, CMSA's World Cup Qualifier Watch Party and the Teal Shirt Campaign.





# Recognition and Achievements

Celebrating achievements from within Calgary's soccer community. Congratulations to all CMSA teams for an incredible year! CMSA would like to recognize the exceptional success and achievements of the following teams, athletes, referees and club staff:

**Calgary Blizzard SC05 Girls** - Bronze at Canada Soccer National Championship

**Cat Fox, New Frontier Soccer Club** - Alberta Soccer Award Recipient, Physical Literacy Award

**Guillaume Dikoume, Spartans Football Club** - Alberta Soccer Award Recipient, Bert Goldberger Technical Leader Award

**Jessica Whyte, Mckenzie United Soccer Club** - Alberta Soccer Award Recipient, Woman of Distinction Award

**Harsimrit Lakhyan, referee** - Alberta Soccer Award Recipient, Silver Badge Award

**Canada Soccer Women's National Team Players / Appearances, U15** - Taegan Stewart (Calgary South West United), Keelyn Stewart (Calgary South West United)

**Canada Soccer Women's National Team Players / Appearances, U17** - Ireoluwa Omotayo (Calgary West Soccer Club), Isabel Monck (MSB, Blizzards, Foothills), Anna Hauer (Calgary Foothills Soccer Club), Nyema Ingleton (Calgary South West United, Calgary Foothills Soccer Club)

**Canada Soccer Men's National Team Players** - Sam Adekugbe (Foothills Soccer Club) and Scott Kennedy (Calgary West Soccer Club, Chinooks Soccer Club)

# CMSA Board and Staff Directory

## CMSA Staff

Carlo Bruneau, Executive Director  
Juanita Renwick, Executive Assistant  
Jennifer Hogg, Operations Manager  
Jordan Stewart, Technical Leader  
Allin Cannady, Accounting and HR Manager  
Leslie Macleod, Communications and Marketing Manager  
Rachel Hugh, League Coordinator  
Kim Kerr, League Coordinator  
Sonja Larison, Tournaments and Events Coordinator  
Jesse Bowen, Marketing Coordinator  
Emin Kalac, Sports Coordinator

## CMSA Board of Directors

Lyle Waldren, Board Chair  
Marla Martin-Esposito, 1st Vice Chair  
Ken White, 2nd Vice Chair  
Michael Drever, Secretary/Treasurer  
Mathew Anderson, Director  
Tom Bradely, Director  
Scott Bray, Director  
Mark Brown, Director  
Lynda Gomakick-Martinez, Director  
Peter de Jong, Director  
Jocelyn Lalonde, Director  
Marcus Garvey, Director  
Julia McElgunn, Director  
Lloyd McLellan, Director  
Penny McTaggart Cowan, Director  
Steven Piepgrass, Director





# Annual Report

Indoor 2021/22 and Outdoor 2022

[www.calgaryminorsoccer.com](http://www.calgaryminorsoccer.com)

