

Halifax Ultimate Recreational League Society (HURL)
2007-2008
Business Plan

Context

This Business plan of the Halifax Ultimate Recreational League (HURL) is developed in conjunction with other key governance components, some of which are required due to the Incorporation of HURL as a non-profit society. One other key component is the Annual Report, which will, each year, provide a report on outcomes reached pursuant to the previous year's business plan.

According to the by-laws, we will be well into the fiscal year when the AGM and change of Directors of HURL takes place. Therefore, it is anticipated that the next group of Directors will carry out the remainder of the business plan once those Directors are elected at the AGM that will take place in the summer.

It is important to note that this business plan provides an outline of work to be completed by HURL. A detailed work-plan is necessary and should flow from the higher-level business described in this business plan. Each new group of Directors should develop their own work-plan to follow during their term of office.

It is also important to note that there is much work that could be accomplished by HURL. However, we must remember that HURL has a volunteer Board of Directors and a membership that plays ultimate as an extracurricular activity. Therefore, it is anticipated that there will continue to be limited human resources, meaning that careful prioritization of initiatives is essential

Mission

The mission of HURL is to govern and enhance the enjoyment, growth and development of the sport of Ultimate in the Halifax Regional Municipality and Nova Scotia in general.

Core Service Areas

1. Governance over the sport of ultimate in the Halifax Regional Municipality and Nova Scotia.
2. Promotion, growth and development of the sport of Ultimate, including encouragement of the Spirit of the Game.
3. Communication and information exchange within the Ultimate community in Nova Scotia and other Ultimate communities across Canada.
4. Management of HURL finances, personnel and equipment.
5. Organization of the activities of HURL, including but not limited to, regional competition.

Priorities

1. Governance over the sport of Ultimate in the Halifax Regional Municipality and Nova Scotia
 - Annual filing with the Registry of Joint Stock Companies.
 - Financial reporting.
 - Continue to build infrastructure in Halifax Regional Municipality, including establishing and refining committees to complete ongoing tasks of HURL
 - Provide support and sponsorship for touring teams
 - Investigate membership requirements and application process for NSSAF (Nova Scotia Schools Athletic Federation)
 - Assist the Nova Scotia Disc Sport Society in becoming the Provincial Sport Organization for Ultimate in Nova Scotia.

2. Promotion, growth and development of the sport of Ultimate, including encouragement of the Spirit of the Game.
 - Support an open program.
 - Support a women's program.
 - Support a Masters program.
 - Support a Co-ed program
 - Grow the juniors program.
 - Increase the number of competitive and touring level opportunities and players in Nova Scotia
 - Promote public awareness through clinics and demonstrations.
 - Provide skills and rules clinics at new, intermediate, and advanced levels.
 - Continue to brand HURL through the use of the standardized HURL brand, and use of logo on swag and all HURL jerseys
 - Increase partnerships with local groups and businesses
 - Build/grow a high school level ultimate league.

3. Communication and information exchange within the Ultimate community in Nova Scotia and other Ultimate communities across Canada.
 - Continue to improve the HURL web site and maintain the mailing list
 - Increase exposure of the HURL Bulletin board for discussion of all Ultimate related activities.
 - Continue to improve the registration process.
 - Improve relationships with other ultimate leagues across the country and/or in the USA.
 - Improve the HURL relationship with the Canadian Ultimate Players' Association (CUPA).
 - Improve communication between Board committees and league members, and provide quarterly updates.

4. Management of HURL finances, personnel and equipment.
 - Govern membership fees and their usage.

- Continue to improve the budgeting system and book keeping.
- Continue to look for field acquisition opportunities.
- Provide facilities for the spring, summer, fall and winter leagues.
- Improve inventory management.
- Investigate the creation of part time paid administrative position.
- Review cost effectiveness and ease of use of Global Payments and Transactive.
- Review our insurance costs and needs.

5. Organization of the activities of HURL, including but not limited to, regional competition.

- Coordinate the HURL leagues.
- Coordinate league playoffs.
- Refine the procedure for training new executive members.
- Assist in the organization and promotion of local and regional tournaments.
- Continues to hold and grow the Nova Scotia High school tournament
- Do something special for the many HURL volunteers

Budget Context

The budget prepared for the fiscal year 2007-2008 is set out in the additional documentation.

Long-term Priorities

- Grow the Juniors program
- Promotion of HURL and ultimate inside and outside the Halifax Regional Municipality.
- Continue to work towards field acquisition and stability.