

Halifax Ultimate Recreational League Society (HURL)
2009-2010
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
 - a. Annual filing with the Registry of Joint Stock Companies.
 - b. Financial reporting.
 - c. Provide support and sponsorship for touring teams
 - d. Assist the Nova Scotia Disc Sport Society in defining and strengthening their role as NS PSO of disc sports
 - e. Make changes to HURL bylaws to include the role of NSDSS as the NS PSO including changes to HURLs long term priorities.
 - f. Add more ways to increase focus on spirit of the game.
 - add spirit scoring system to HURL website and show teams their average score
 - give highest spirited teams priority selection for game times and locations.
 - g. Create incident report for player injury insurance claims.
 - h. Finish policies tournament, league and first-aid.

2. Promotion, growth and development of the sport of Ultimate, including encouragement of the Spirit of the Game.
 - a. Increase the number of promotional clinics and demonstrations
 - b. Increase partnerships with local groups and businesses.
 - c. Grow the high school tournament and try to schedule more inter school practice games as the first steps to building a high school league.
 - d. Continue HURL's disc giveaway program, giving discs to all new juniors and youth groups and schools for which we hold promo clinics or workshops.
 - e. Experiment with different draft options towards the goal of a "register here and you will play" option for new and/or team-less players.
 - f. Explore additional gym space for winter league including Shearwater, Citadel High, Bedford Common, and Sir John A Macdonald.

3. Communication and information exchange within the Ultimate community in Nova Scotia and other Ultimate communities across Canada.
 - a. Rebuild the administration and backend portions of the HURL website
 - b. Setup and use a code revision system to make collaborating with multiple volunteers easier and more robust.
 - c. Continue to improve the registration process.
 - d. Work with CUPA, NSDSS and other PSOs to develop national and provincial ultimate programs.
 - e. Hold a captains round table at least once during the year to get feedback and ideas from members.
 - f. Explore options for advertise registration openings and improving the new player registration experience.

4. Management of HURL finances, personnel and equipment.
 - a. Continue to improve the budgeting system and book keeping.

- b. Provide facilities for the spring, summer, fall and winter leagues.
 - c. Create stipends for web master positions that require significant volunteer hours and skills.
 - d. Review cost effectiveness and ease of use of Global Payments and Transactive. Explore offerings from PayPal and Costco.
 - e. Transfer general liability and player injury insurance to blanket policies under the NSDSS after NSDSS makes necessary membership changes.
 - f. Invest in field maintenance in fall and spring, including top soil, seeding, aerated, and equipment rentals.
5. Organization of the activities of HURL, including but not limited to, regional competition.
- a. Continue to operate all HURL league seasons and grow them where ever possible.
 - b. Explore alternative locations to the Common for playoffs, CnR and league games.
 - c. Assist in the organization and promotion of local and regional tournaments.
 - d. Continues to hold and grow the Nova Scotia High school tournament.
 - e. Try to obtain more all-weather field times for all leagues.
 - f. Acquire regular field times on off league nights for practices and rescheduled games.

Budget Context

The budget prepared for the fiscal year 2008-2009 is set out in the additional documentation.