



Minneapolis United Soccer Club

ANNUAL GENERAL MEETING

October 29, 2023

Presented by:



★ ★ ★ ★ SOCCER FOR THE CITY ★ ★ ★ ★



STATE OF THE CLUB

Executive Director - Gregg Olson

- Hires additional Girls Director of Coaching: Reak Kueth
- Hires Director of Recreation: Jordan Block
- Renewed with title sponsor Luther Automotive Group. Updated agreement with Adidas
- Strategic Plan rolled out (more on this from MU's President Laurie LeMoine)
- Over \$210K awarded for Financial Aid in 2022-23
- 2023 Camps = biggest year ever for 3rd year in a row
- Premier Sport Psychology sessions for all players, coaches and parents
- Change from GameFace to Fortis sport performance training for Academy teams
- Trace camera systems for Academy teams
- Summer Recreation All-Star games
- Undertook a brand identity refresh (wait for it)



STATE OF THE CLUB

Executive Director - Gregg Olson

- Fall 2022
 - 14U and younger teams train at Ft. Snelling and compete in TCSL
- Winter 2022-23
 - MU hosts hundreds of hours of training at 3 locations (Academy of Holy Angels, Augsburg and LifeTime Sport)
 - Teams compete regionally and nationally in early spring showcases
- Spring & Summer 2023
 - Games and practices resume outdoors
 - MU in TCSL and MYSA leagues
 - Practices held at many fields within the MPRB system
 - Teams travel regionally and nationally for tournaments
 - MU Summer Recreation at Pearl Park



2022-23 By The Numbers

Treasurer of the Board - Trent Lunder

Membership Numbers:

○ Competitive

- 2019-20 = 980
- 2020-21 = 875 (COVID-19 impacted)
- 2021-22 = 931
- 2022-23 = 1061
- 2023-24 = 1043 (YTD)

Membership Numbers:

○ Recreation

- Summer 2019 = 1112
- Summer 2020 = 544 (COVID-19 impacted)
- Summer 2021 = 1081
- Summer 2022 = 1114
- Summer 2023 = 1127



CLUB FINANCIALS

Treasurer of the Board - Trent Lunder

The Club remains financially healthy

2022/23 Fiscal year – anticipated a break even year on \$2.1M in revenue

- Actual net income was slightly negative on \$2.2M of net revenue
- Increased costs during the year were added facility, coaching and DOC expenses driven by the growth in teams

2023/24 Fiscal year – anticipating break even on \$2.3M in net revenue

- Growth in revenue driven by expected increase in competitive program numbers and core fees.
- Facility and competitive expenses expected to increase in line with growth in numbers and fee increase.

Strategic Focus - Looking Ahead

President of the Board - Laurie Le Moine

Development focus in 2023-24

Player & Team Development:

- Launched soccer sisters program for all girls teams (Fall 2023)
- Assessed and identified a new training program for Academy teams (Fortis)

Coach Development

- Support and reimbursement for coach license progression

Community Development

- First annual Kick Hunger Holiday Cup
- First annual Coaches Cup

Strategic refresh for 2023-24

- Review, assess and update the MU mission, vision and values/pillars
- Align on strategic pillars (*i.e. community, character, development*)
- Develop a DEI statement
- Develop objectives for each pillar
- Determine measurable goals for each pillar
- Prioritize the key initiatives to achieve the goals
- Communicate the strategic refresh



A Special Thanks To Our Managers

HUGE thank you to our managers for the work that they put in behind the scenes to ensure that each team has a successful season! Before you leave, make sure you get a NEW Minneapolis United branded shirt.

MU Brand Refresh

★ ★ ★ ★ SOCCER FOR THE CITY ★ ★ ★ ★

The Reason:

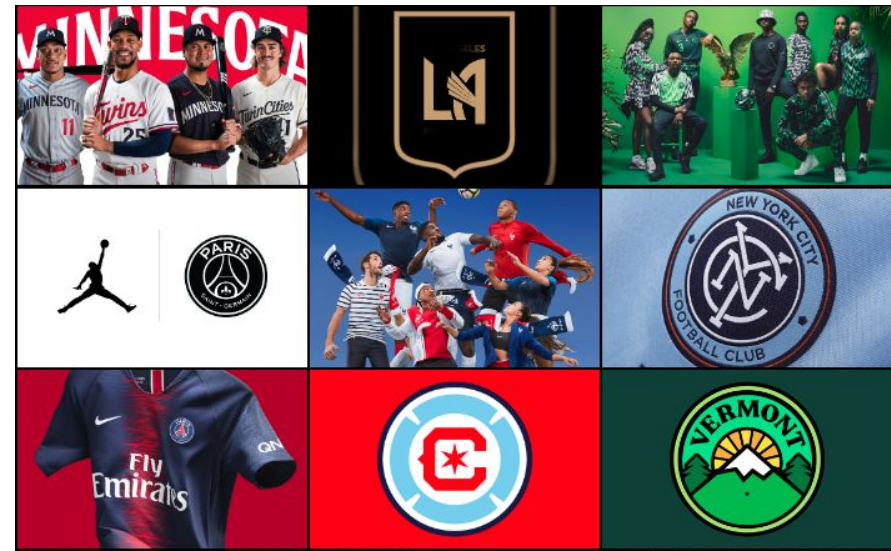
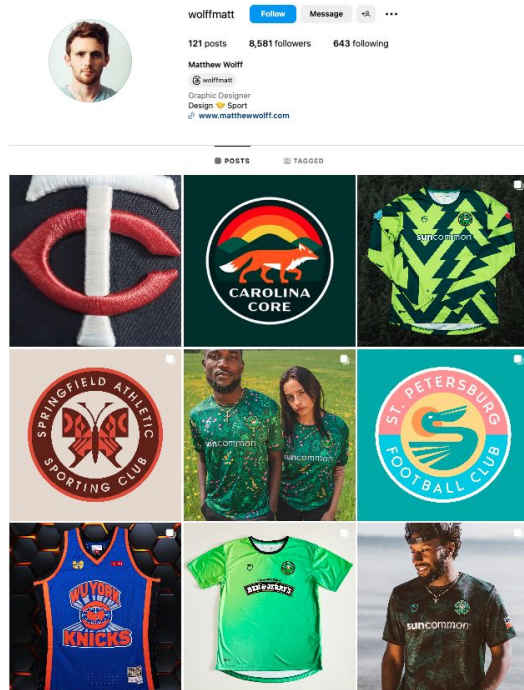
MU wanted to take a look at our logo design, colors and explore refreshing our “look”. MU is not rebranding. We are modernizing and cleaning up our logo and colors.

The Process:

MU formed a committee of staff, board members and a local artist (who is a member of the club) to build out a plan for refreshing our look. The committee then sought out designers and interviewed various graphic artists. The outcome was ...

Matthew Wolff

Matthew is a renowned graphic designer and art director. He was raised in Minneapolis and London. Matthew has produced logos for many major sporting brands including the MN Twins, Paris St. Germain, Chicago Fire (MLS) and LA Football Club (MLS)



★ ★ ★ ★ SOCCER FOR THE CITY ★ ★ ★ ★

The Outcome:



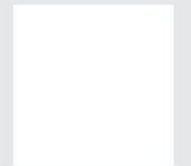
★ ★ ★ ★ SOCCER FOR THE CITY ★ ★ ★ ★



MINNEAPOLIS
UNITED SOCCER CLUB

MINNEAPOLIS
UNITED

MUSC



SOCCER FOR THE CITY





- MU's website updated will be live tomorrow
- Select spiritwear is available for purchase in person today
- Spiritwear will be available online tomorrow
- 2023-24 and 2024-25 uniforms and apparel with new logos
- Other logo uses will be updated over the next few months

BIG THANK YOU TO OUR SPONSORS



★ ★ ★ ★ SOCCER FOR THE CITY ★ ★ ★ ★