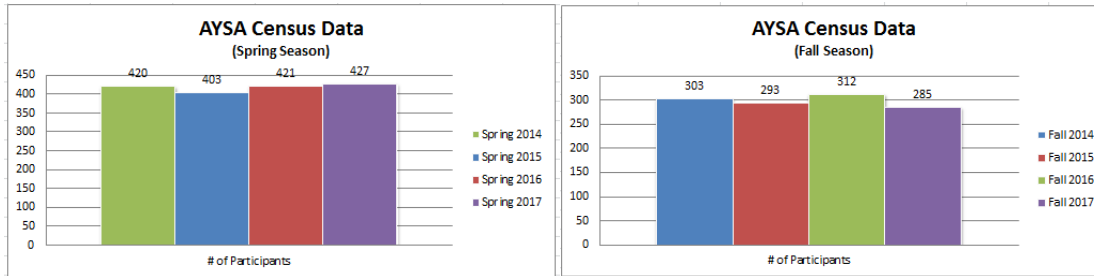




AYSA - Alpharetta City Report 2017

Program Participation Numbers



Season	Total	Rec	Travel	Alpharetta/Milton/JC	Other
Spring '17	427	342	85	369	58
Fall '17	285	225	60	246	39

Parent Feedback: AYSA continuously solicits feedback from our 'customers'. Here are just a few comments from the Fall season:

- "AYSA is the best. We have enjoyed our time so much here. Everything is so well organized and everyone is so helpful and responsive. We appreciate all the effort put forth by so many to make this league amazing" - Susan Dennis, 8U
- "Had a fantastic season. Scheduling was clear, the umpires were good, and organization was very good overall" - Way Sin Chan, 10U
- "My daughter has enjoyed 2 seasons playing at AYSA. The facilities are first rate and the board was very responsive and available... We recommend and speak fondly of our experience we have had at AYSA to all our friends - Hank Freeman, 12U
- "Thanks for all you do. My daughter has played several seasons of AYSA and they have all been great. I hope she continues to play! - Jason Sheets, 13+

Improvement Suggestions from Parents

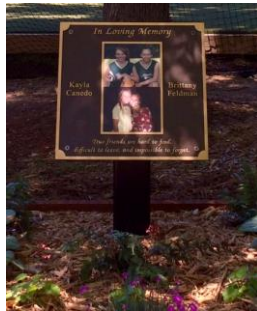
- More skill clinic instruction for the players
- Joint team practices on holiday weekends
- Various rules modifications



AYSA - Alpharetta City Report 2017

Capital Improvements

- Completed
 - Partnered with City of Alpharetta for the infield restoration/leveling of fields 1-4
 - Memorial for Kayla & Brittany installed at Field 7 batting cage



- BIG THANKS to Chris and his team for going the “extra mile” in helping us at the fields!

AYSA All-Star Tournament

- Planned for June 23, 2018
- Hoping for 25+ teams for a one-day tourney for age groups of 8U, 10U, 12U and 14U.
- AYSA is looking forward to showing off our wonderful facilities at North Park while hosting an awesome tournament.
- Expect net proceeds of \$5500 to \$8500 depending on the number of teams.

Current Operational Status

- Board of Directors = 22 volunteers {max = 25}
- Executive Board = 5 volunteers {full}
- Maintained age group coordinators across all divisions which significantly improved the lines of communication with our coaches and parents.
- Continued youth umpiring program for the 6U & 8U age groups



AYSA - Alpharetta City Report 2017

Travel Program

- Our travel teams continued to provide our girls with the opportunity to continue their skills development and compete at a higher level than the recreational league. These teams participated in tournaments throughout the Southeast and represented our program very well.
- 2017 Travel Teams:

Team Name	Age Group	Coach
2008 Fire	10U	Eric Rountree
2007 Fire	10U	Chris Boyles
2006 Fire	12U	David Kirby
2005 Fire	12U	G. Davenport
2004 Fire	14U	Chris Payne



AYBA - Alpharetta City Report 2017

Rec Program Participation Numbers:

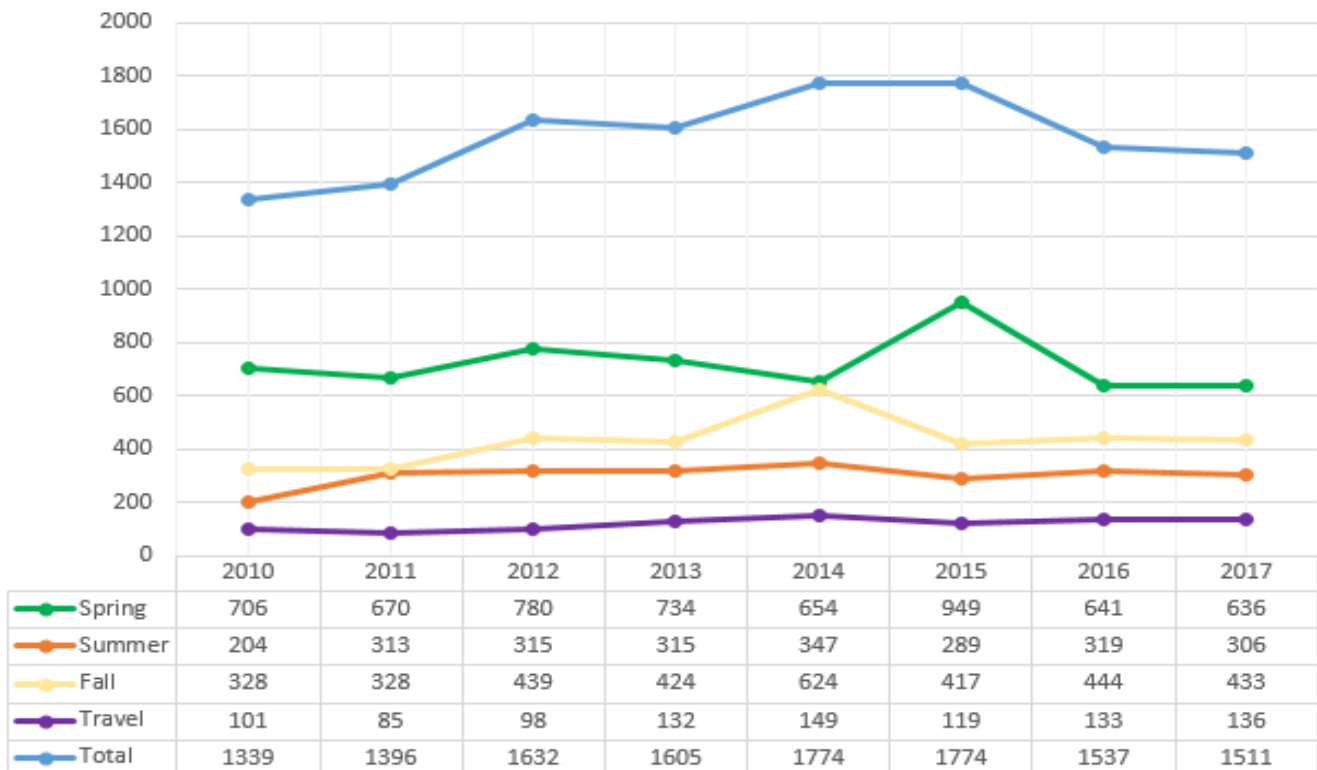
2017

Season	Total Players	Alpharetta Residents	Milton / JC Residents	Non-Residents	% Non Resident
Spring Rec	636	426	145	65	10.2%
Summer Rec	306	169	84	53	17.3%
Fall Rec	433	295	89	49	11.3%
Spring Travel	136	74	28	34	25.0%

2016

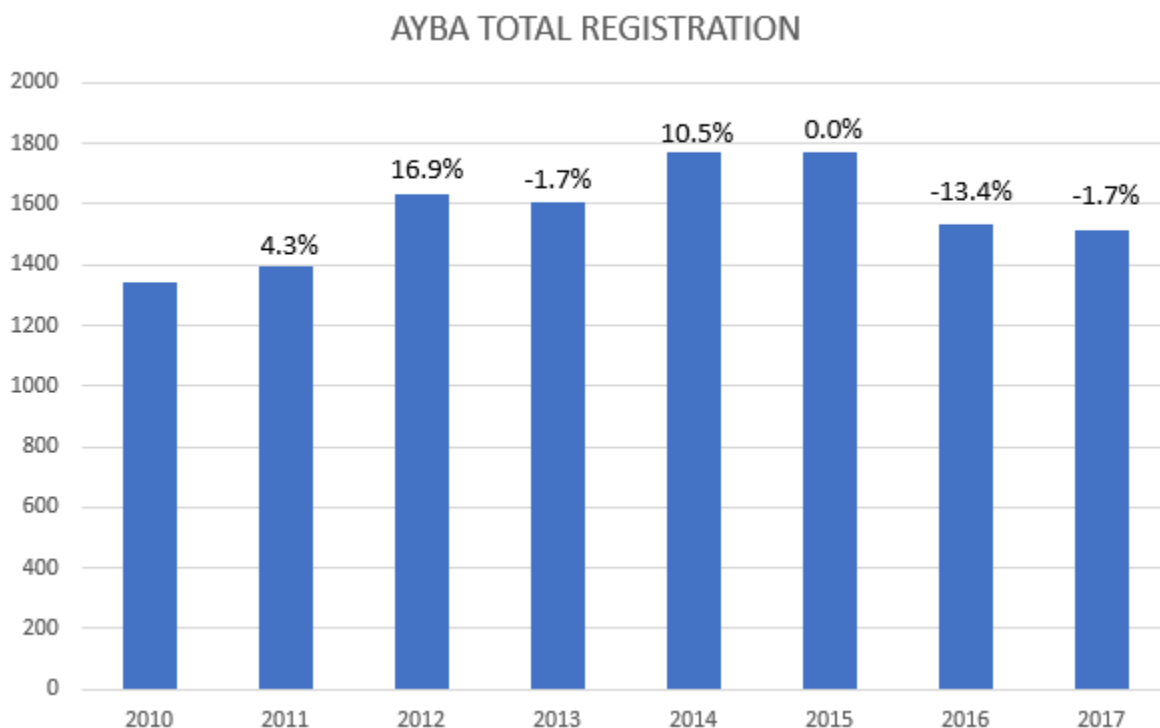
Season	Total Players	Alpharetta Residents	Milton / JC Residents	Non-Residents	% Non Resident
Spring Rec	641	443	146	52	8.1%
Summer Rec	319	185	87	47	14.7%
Fall Rec	444	296	83	65	14.6%
Spring Travel	133	67	28	38	28.6%

AYBA Registration Trend





AYBA - Alpharetta City Report 2017



Total Registration Trend Notables:

The 13.4% drop in 2016 from 2015 is because of the Bell Memorial park opening back up from being closed during 2015 and most of the Hopewell families went back to their park. We did retain about 40 families at AYBA.

Parent Surveys:

After each spring season, we survey all parents to capture their feedback on the program and implement changes if appropriate to enhance and improve the program. We ask 5 questions which are scored 1-5 with 5 being a perfect score of "very satisfied". For the spring season, we had 179 respond to the survey.

1. Overall how would you rate your satisfaction with the head coach's ability to improve the player's baseball skills? **Average response 4.2**
2. Overall how would you rate your satisfaction with your head coach's ability to treat all players fairly? **Average response 4.4**
3. Overall how would you rate your satisfaction with the head coach's team/parent communications? **Average response 4.5**
4. Overall how would you rate your satisfaction with the head coach's ability to teach and demonstrate sportsmanship and fair play? **Average response 4.5**
5. Overall how would you rate your satisfaction with the head coach's ability to ensure the players enjoyed the season? **Average response 4.4**



AYBA - Alpharetta City Report 2017

The survey also provides two free form questions for parents to add remarks, suggestions, etc. the most common remarks were:

1. AYBA has the best scheduling because they take all events, holidays and school activities into consideration.
2. We would like to see more player development.
3. AYBA is a competitive program, better than nearby programs, would like to see Coaches receive additional training to improve player development.

It was clear that the parents that were on losing teams had the most to say about the season and their coach.

2017 Accomplishments & Enhancements:

- 1) Opened the NEW 6,800 sq. ft. Batting Pavilion funded by City and AYBA partnership. One of the top pavilions in the State of Georgia.
 - a) 8 batting cages, 2 pitching lanes, lights and staging zone
 - b) Eliminated rained out practices
 - c) Rained out games converted to practices under the pavilion
- 2) **Celebrated 50 years of Wills Park Baseball**
- 3) Purchased 3 new temporary batting cages for Fields 1, 2 and 3 during batting pavilion construction to provide for the teams, didn't miss a step with practices and games.
- 4) Added two new batting cages at Webb Bridge park, utilized 2 of the 3 temporary cages from Wills Park.
- 5) Changed the Field Numbering system at Wills Park and Webb Bridge Park to make it easier for coaches and players identify which park to be at.
 - a) Wills Park fields are all numbers
 - b) Webb Bridge Park fields are all letters
- 6) Upgraded Scoreboards on Fields C and D at Wills Park
- 7) In process of Upgrading Scoreboards on Fields 3, B and A
- 8) Social Media continues to be an important tool for AYBA
 - a) Facebook – 1,188 followers up 312 from 2016
 - b) Instagram – New this Fall, 48 followers
 - c) Twitter – 565 followers up 238 from 2016

Long Term Desired Projects:

- 1) Covers for parent spectator seats for field 2, C, and D
- 2) Upgrade Webb Bridge scoreboards (Looking at replaced boards from fields 3, B and A at Wills)
- 3) New batting cage for Field A and increase the width of the Bull Pins on A
- 4) Adding Safety Net above fencing on Field 1 at Wills Park
- 5) Bathroom remodels for Wills Park

Travel Program:

This year, AYBA and the Georgia Bombers baseball club renewed the contract for three (3) more years. The first 2 years of the partnership have been very productive and successful with the Travel numbers increasing since the new partnership. The Georgia Bombers have provided incredible support for the Rec program with coach's clinics, player clinics and professionally leading the Rec Evaluation events. If we see a coach or team struggling, they send a couple key coaches in to work with the team and coach to provide additional training and drills.



AYBA - Alpharetta City Report 2017

This year the GA Bombers 10-14u teams participated in the Triple Crown's Club Nationals in July. As an organization, we finished 6th out of 18 national organizations that participated.

About Georgia Bombers Baseball Club

Georgia Bombers Baseball Club is a branch of Grand Slam Sports Center in Alpharetta, Georgia both of which are owned by Aaron Alvarez. Grand Slam Sports Center has enjoyed 13 years of success as an indoor training facility providing young baseball and softball players with quality instruction and a place to work towards achieving goals.

The Georgia Bombers organization shares a similar philosophy on travel ball as the AYBA travel program. "Our mission as the Georgia Bombers Baseball Club is to develop the skills, discipline and strong character necessary for our players to reach the highest level of personal growth and achievement while emphasizing a strong commitment to education, brotherhood and work habits."

AYBA Travel Highlights from the 2016 – 2017 Travel Season

- Implemented three (3) mandatory coaches and parents meeting with AYBA and GA Bombers Leadership to review several key areas and responsibilities of the parents and players, proactively setting the example in our community and in the baseball world.
- Improved some of the teaching coaches to raise the level of skills development.

2016 - 2017 Travel Baseball Teams/Coaches:

<u>Team Name</u>	<u>Age</u>	<u>Head Coach</u>
Georgia Bombers North	14U	Jordan Hill
Georgia Bombers South	14U	Matt Carter
Georgia Bombers Feeder	13U	Seth Bernstein
Georgia Bombers Unga	13U	Nic Unga
Georgia Bombers McNeillie	12U	Chris McNeillie
Georgia Bombers Cannon	12U	Ronnie Cannon
Georgia Bombers Lazzara	11U	Mark Lazzara
Georgia Bombers Davis	11U	Steve Davis
Georgia Bombers Cohn	10U	Bruce Cohn
Georgia Bombers Aguerros	10U	Frank Aguerros
Georgia Bombers Paulus	9U	Scott Paulus

2016-2017 Georgia Bombers Team Accomplishments

9U (Paulus)

- Southern Sports Promotions Spring Fling – Champions (Silver Bracket)
- Triple Crown Spring Fling D2 – Runner-Up (Silver Bracket)
- Grand Slam Battle of the Bats – Champions
- Central Travel Invitational – Champions

10U (Cohn)

- Grand Slam Grip It and Rip It – Champions



AYBA - Alpharetta City Report 2017

- Grand Slam World Series (Panama City) – Champions

11U (Lazzara)

- Ocee Fall Bash – Champions
- 12U Southern Sports Promotions Halloween Bash – Runner-Up
- Triple Crown Spring Frost – Runner-Up (Bronze Bracket)
- Triple Crown Easter Shootout – Champions (Silver Bracket)
- Triple Crown 12U Spring Fling D3 – Runner-Up
- Training Legends Hobgood Memorial Day Classic – Runner-Up
- 12u Central Travel Invitational – Champions
- 11U AAU National Championships – 3rd Place

11U (Davis)

- Ocee October Classic – Champion
- Grand Slam Hobgood Spring Shootout – Champion
- Southern Sports Promotions Spring Fling – Runner Up
- Baseball Youth Nationals – Runner Up

12U (McNeillie)

- Triple Crown North Atlanta Open – Champions (Silver Bracket)
- Cooperstown Dreams Park – Sweet 16 Finish

12U (Cannon)

- Triple Crown Elite Invitational – Runner-Up (Silver Bracket)
- Cooperstown Dreams Park – Sweet 16 Finish

13U (Ung)

- Triple Crown Sunday Series #6 – Champions
- Triple Crown March Mayhem – Champions
- Triple Crown Elite Invitational – Champions
- Perfect Game Super 25 Regional – Champions
- Triple Crown McCann Classic 14U D2 – Champions
- Perfect Game Super 25 Nationals – 3rd Place

14U North (Hill)

- Triple Crown Sunday Series #6 – Champions
- Triple Crown Elite Invitational – Runner-Up
- Triple Crown Easter Shootout – Champions (Platinum Bracket)
- Triple Crown North Atlanta Open – Runner-Up



AYBA - Alpharetta City Report 2017

New 6,800 sq. ft. Baseball Pavilion



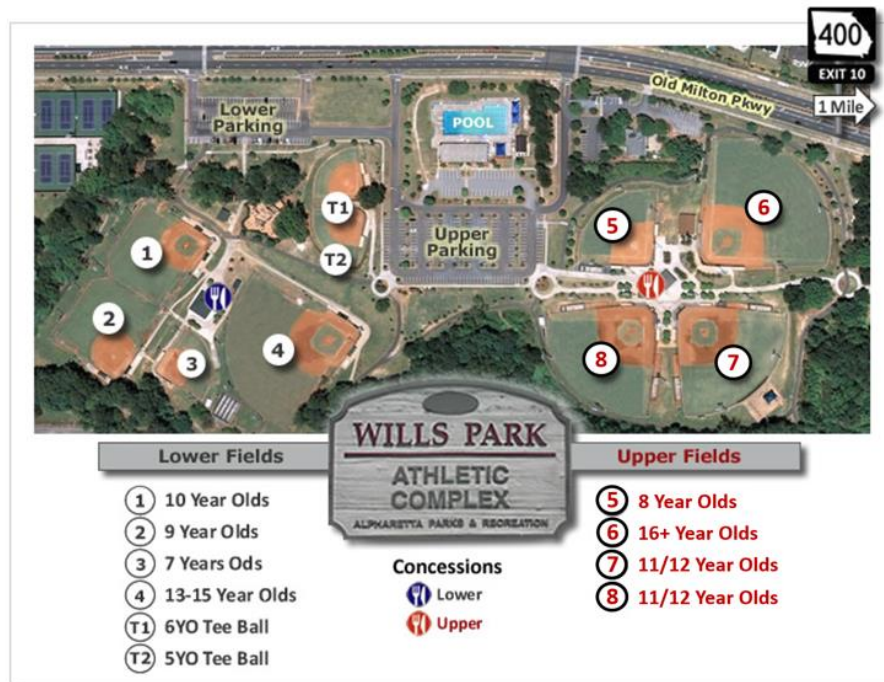
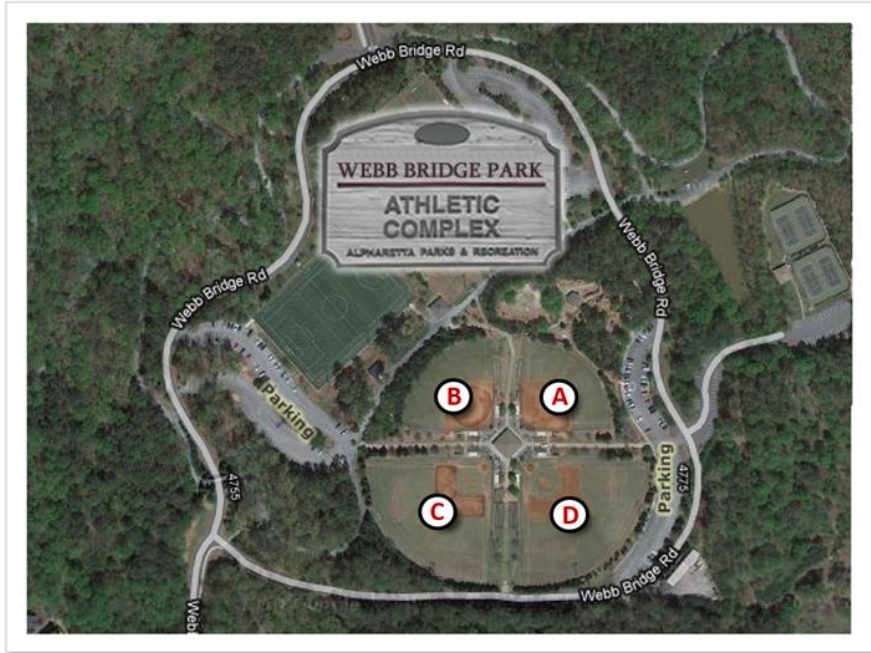
Opening Day at the Baseball Pavilion





AYBA - Alpharetta City Report 2017

New Field Names / Assignments





AYBA - Alpharetta City Report 2017

50 Years of AYBA Baseball at Wills Park



North Atlanta Football League

YEAR END PROGRAM REVIEW
DECEMBER 2017





Overview

This year marks the 42nd Anniversary of AYFA. At its inception in 1975, Alpharetta Youth Football Association (AYFA) aligned itself with the only local high school in the area, Milton High School. Over recent years, our community has seen exponential growth and new high schools have emerged as have passionate rivalries.



Program Updates

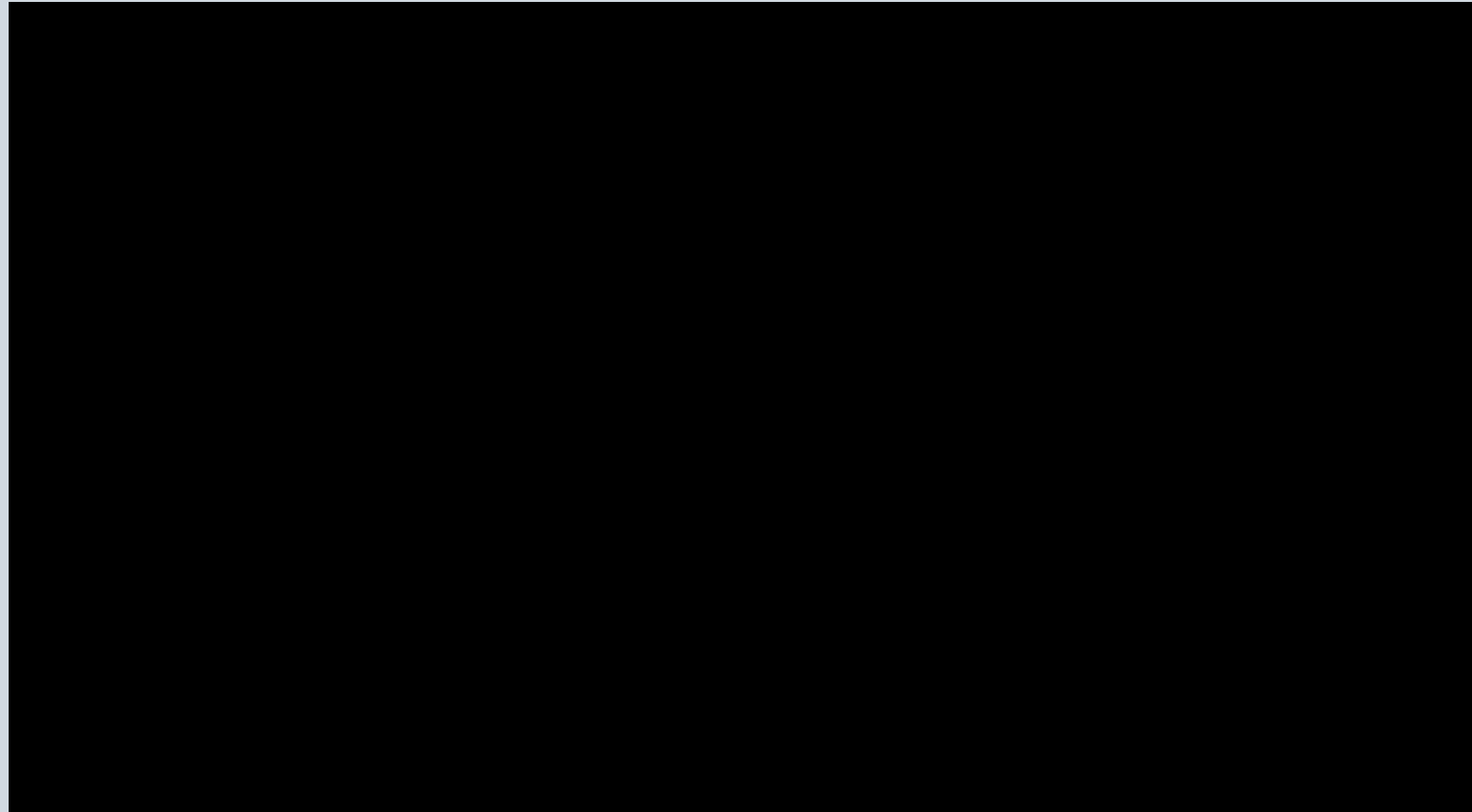
In an effort to be more emblematic of our community and its many high schools, AYFA rebranded its name to **North Atlanta Football League (NAFL)** in 2015.

With the emergence of several high schools in North Fulton County, NAFL team structure is now aligned with **Alpharetta, Cambridge and Milton** High Schools. Flag Players in K – 1st, 2-3rd grade and 4-5th grade and tackle players in 2nd thru 5th grade play for the high school district in which they reside (“feeder” model, which many of the surrounding leagues are either operating the same structure or will be moving to the “feeder” model moving forward).

Additionally, NAFL remained with North Metro Football League (NMFL) for the flag program and remained with the Forsyth County Youth Football Association (FCYFA) for the Tackle Recreational Program. NMFL is made up of community and school affiliated programs and FCYFA is made up of four Forsyth County parks (Midway, Sharon Springs, Bennett Park and Central Park).



2017 Pre-Season Highlight Video





League Alliance Overview

Flag: the flag program was manageable under NMFL, with NAFL appointing the Flag Director to the board of directors. Scheduling was a challenge this season as many teams/leagues that committed early either pulled out of the program and/or were not able to provide originally offered field space.

Tackle: NAFL tackle teams were well matched in terms of competitiveness and overall had a smooth season.

NAFL is always exploring and doing what is best for the children that play and the parents we serve. Although we would be content with the current structure (flag with NMFL and tackle with FCYFA) moving into the 2017 season, we are keeping doors open with other leagues in the area, including Johns Creek, Roswell and Sandy Springs.



2017 Team Structure

Flag Football

- Three 4-5th grade teams *NMFL Champion
- Four 2-3rd grade teams
- Three K-1st grade teams *NMFL Champion

Tackle Football

- One 2nd grade team *Lanier Bowl Champion
- Two 3rd grade teams
- Four 4th grade teams *Lanier Bowl Champion
- Two 5th grade teams

Cheerleading

- 31 Participants



League Enhancements/Highlights

NAFL introduced soft-shell helmets for flag players this season and they were well received by players, coaches and parents. Helmets for flag players are a permanent change to our program not only for the safety of our players, but in an effort to attract families that may not have considered football for their children.

Our 2-3rd grade flag players had an amazing opportunity to participate in a half-time scrimmage at Mercedes-Benz Stadium on August 31st during the Falcons vs Jaguars Pre-Season game.

It was a long day, but an experience we hope these players will never forget!



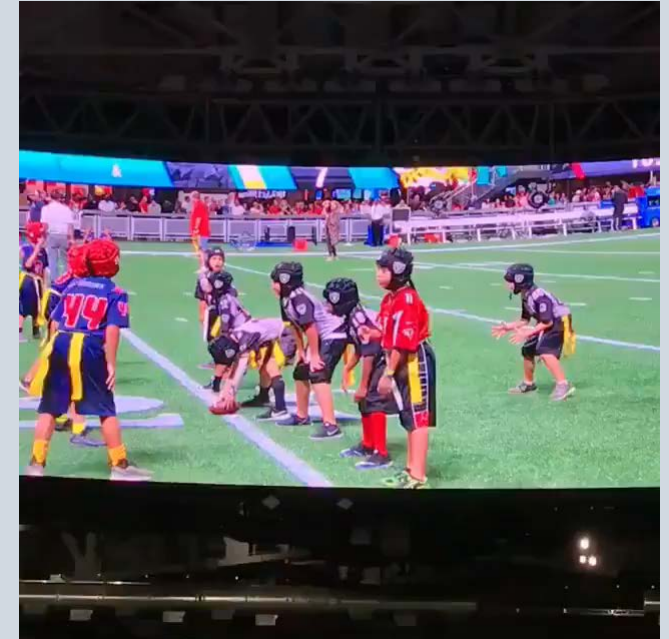
Pre-Season Camp by Fury Performance



Included: Mom's Tackling Clinic



NAFL Flag Players @ Mercedes-Benz Stadium





Final Thoughts

- NAFL continues to strengthen relationships with the feeder programs at Cambridge, Milton and Alpharetta High Schools. Viewing ourselves as the “original” feeder model for their programs. Each “District Director” on our board also acts as a liaison for the high school feeder programs.
- We welcome the new President of the board, Brant Allen. Brant has a rising 1st grader in our program and we believe the league will continue to grow under his leadership.
- We were very pleased with how the season ended. Continuing to make changes based on parent survey feedback to improve our league and registrant expectations will always be our goal. We are excited to continue with our new structure and will continue to provide a great service to the community.