



From the Desk of Mark Millett, President

Minute Man Dart League, Inc.

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June 2016

To all MMDL Sponsors, Teams and Players:

Beginning with the Fall 2016 Season, the MMDL Board of Directors have made the decision to raise sponsor fees to \$200/team. For more than 24 seasons we have made every effort to keep fees unchanged, but due to rising operating costs and expenses, we are combining this fee increase with aggressive cost-cutting measures to continue to provide our members and sponsors a constantly improving league with a healthy future.

I would like to share with you an outline of MMDL's plans to improve the overall health of our operations and focus on league growth.

League Expense Management:

- Since 2008, we have reduced annual printing and postage costs from over \$30K to under \$4K with eyes on reducing this even further.
- We are reviewing our overall expenses and developing a budget targeting improvement in all areas including telecommunications, event management and board compensation.
- Since the majority of awards are not picked up by our members, All-Star notable plaques will now be made by request only. We soon hope to overhaul and improve our notables program and reward system leveraging DartConnect match data.

A percentage of fees will be invested in new programs, including:

- DartConnect Integration - More than just a scoring tool, DartConnect comes with tremendous benefits for the entire league and is the future of steel tip. Effective this season, we will be covering the cost of making the app available to all teams and members to use for league matches with a goal of 100% participation in the near term. ***See enclosed flyer for more details.***
- Area-Based singles tournaments feeding into a central league singles championship (Targeted for Spring 2017). Many players have requested the return of this program.

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Focusing on League Growth:

- The future of our league relies on growth from the bottom-up, getting more new players into the sport we all love and increasing business for sponsors.
- We believe that DartConnect will play an integral part in attracting new and younger players to participate and make matches more enjoyable. How will it do this?
 - **Eliminating the difficulties and burden of scorekeeping**, especially for new players in beginner divisions. Focus on the fun of playing darts and not the “job” of keeping score.
 - **Making the invisible visible**, exposing and sharing the game with more people through DCTV, instant email match reports and a way to review and discuss matches with friends and team mates.
 - **Automatic performance tracking** for creating new reward systems for player achievements.
 - **An accurate way to measure players to determine skill level, rankings and balanced division assignments.**

Update – Super A Format – Best of Three 501 Doubles SIDO

It has been decided to extend the trial period an additional season to have two full seasons for evaluation. We will be reaching out to Super A players this Fall to gauge interest in making this change official.

You can share your thoughts and opinions on these or any league issues directly with me via email: markm@mmdl.org.

I wish everyone the best of luck for a fun and competitive season this Fall. I strongly encourage all teams to take advantage of our offer to use DartConnect for scoring your matches and experience how easy it is to use and rewarding it can be.

Regards and Shoot Well!

A handwritten signature in black ink, appearing to read "Mark Millett".

Mark Millett
President
Minute Man Dart League, Inc.

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