

## **SECTION #4**

### **FOOTBALL OPERATIONS BUDGET MANAGEMENT**

# Football Operations Budget Management

The football operations budget outlines the framework financially for our football operations department. It is critical that these resources are allocated and managed properly to produce a championship product on the field, and to maintain the financial health of the franchise.

## **Managing the Budget**

There are several elements that go into the proper management of our football operations budget. The first aspect is to produce a preliminary draft budget with ownership. Then there is a need to identify the scope of the proposed budget and evaluate the projected use of resources.

## **Recognizing the Need for Limitations**

I understand the need for limitations within our budget. Total Budgets at the professional indoor level can range from 220,000 to 950,000 per season. The football operations portion of that budget can be a manageable portion of that amount and still allow our franchise to compete for a championship. Coaches salaries, travel, housing, meals, player equipment and uniforms, and the recruiting and scouting budget are all impacts on the football operations yearly budget. For teams to remain financially solvent there must be a fiscally responsible budget plan implemented and followed. It is important to identify portions of the budget which can be reduced if there is a need to lower the operating budget. This should never be done in a manner which would have a detrimental effect on the franchises on-field success. It has been demonstrated that poorly funded teams are often not successful on the field, which results in poor fan support and attendance. This ultimately results in the reduction of the much relied upon corporate sponsorship dollars for the following season. Many indoor football franchises have folded as a result of poor budget management and implementation.

## **Optimizing Our Resources for Success**

There are many ways in which we can optimize our resources to keep our football operations at a manageable level each year. Staff can be reduced or positions combined to maximize efficiency without sacrificing quality. A major expense each season is equipment and uniforms. This can be reduced by maintaining proper care and inventory of the equipment each year. Player scouting/recruiting and video coordination can be reduced with the current forms of social media and technology that exists today. The vidswap game film management system has provided our franchise with an excellent alternative to our video management and creation of cut-up tapes.

## Travel Organization & Management

There are many factors to consider when analyzing the team travel budget and itinerary. It is important that we approach each road game as a business trip, and maintain a set routine for each trip. The majority of our trips will consist of overnight bus trips with our team returning directly home following the game (See travel itinerary below). We will need to apply the following factors when developing and scheduling our travel itinerary and budget. We must ensure that we are prepared to travel and compete on the road to our optimum potential. This can be accomplished by ensuring that our itinerary is planned and executed in a professional and efficient manner.

### **Budget Considerations**

- Travel Distance
- Selection of Bus Company
- Hotel Rooms for Players and Staff while on Road
- Player and Staff Travel Per Diem
- Team Meal Plan

### **Logistic Considerations**

- Distance of Trip – Departure/Return Times
- Travel Day Itinerary
- Team Meetings/Film
- Player Curfew- Code of Conduct
- Meetings/Team Walk-through
- Team Meal
- Game Day Itinerary

## Preparing for victory on the road

The mark of a championship level team is the ability to play well and win on the road. We must plan for all road games like a business trip and our attention and efforts should focus on that. There are a number of factors we must consider as we prepare for victory in enemy territory.

### Planning

It is important to have a well-thought out and disciplined travel itinerary. We are not going on a field trip, this is a professional business trip and our goal is to win the football game. Every detail will be planned out in advance of our trip.

### Dealing with Adversity

We must ensure that we have prepared for and are mentally disciplined to handle problems that may occur during our trip. We must plan for the unexpected such as travel problems, broken down busses, scheduling problems, last minute injuries, and other unplanned problems that may arise. Our players and staff must remain focused on our primary goal at all times.

### Player Conduct on Road

While understanding that our players are adults, we will implement a curfew for the night before a road game. A member of the coaching staff will perform room checks at midnight to ensure all players are in compliance. Players who violate this policy will be handled in accordance with our player code of conduct and disciplinary procedures.

### Performing in a Hostile Arena

We must prepare our players to remain focused on the road, especially when in a loud and hostile arena. The worst thing that we can do in this environment is to feed into the energy of the crowd and allow them to take over the football game. We can neutralize the effects of the home crowd by putting the ball into the end-zone. Nothing quiets a road crowd faster than a touchdown and lead on the scoreboard by the opponents.