

PROJECT RISING TIDE

Enabling Our Next Chapter

ONE CLUB | ONE CULTURE | ONE KREWE

| THE RISING TIDE PHILOSOPHY

ELEVATING THE FOUNDATION

This session is an intentional movement to elevate our foundation. When we simplify the environment beneath us, it flows out to the people we are serving.

"As the Tides Rise, So Do All Our Ships."

Every single player, youth team, parent, and social member is lifted organically by the actions we take from today forward.

My Commitment: Servant Leadership

My primary job is not to police you; it is to absorb pressure and clear the road so you can execute your passion freely.

1. FOUNDATION

My Obligation: Make tough choices, keep us focused, set the vision, steer the ship, and clear the noise.

2. WORKING BOARD

Your Environment: Full freedom over your committee and how you reach your commitments, no micromanagement, clear parameters, and unconditional operational backing.

3. COMMUNITY

The Result: Coaches who focus on the team, parents who feel included, players who experience a better culture and engage, alumni are part of the equation, community engagement to further our reach and brand.

Board & Leadership Expectations



Always a Fundraiser

Every relationship is an opportunity.



Always Representing

Every action reflects the entire club.



Attend & Engage Fully

Show up. Contribute. Serve your term.



Challenge Respectfully

Voice it. Then carry the majority call.



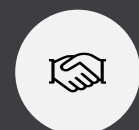
4-Day Turnaround

Timely responses — no going quiet.



Own Your Work

Drive it to completion. Communicate early. Shared Ownership.



Give the 3Ts

Time · Talent · Treasure — all count.



Deliver With Quality

Your name is on it make it count.

Why This Matters

-  Krewe Rugby is bigger than one team or season
-  We oversee men's, youth, and high school rugby
-  Sustainable organizations require structure
-  We must simplify, unify, and build for the future

"Our goal is to leave the club stronger than we found it and continue to be a catalyst for growth."

How We Operate



BOARD LEADERSHIP

President

Vice President

Secretary

Treasurer

Logistics Coordinator

"Leadership is shared, not carried by a few individuals."

Finance & Treasury

Marketing & Comms

Youth Development

Match Day & Logistics for all

Fundraising & Sponsorship

Community Engagement

Alumni Relations

Volunteers · Coaches · Parents · Players
TOGETHER

Krewe Leadership

Our playmakers on and off the field that we trust to lead the teams, be decision makers, speak up when it counts, and mentor the team.

COACHES

- U10: Myranda Connolly & Patrick Artz
- U12: Nate Goddard & Ryan McPherson
- U14: Christopher Goodwin & Andy Lark
 - Waldo Kemp (Utility Coach)
- HS: Dyani Graham
 - Jared Garcia (Utility Coach)
 - Jaimie Meighan (Utility Coach)
- Mens: Rob Potter (HC)
 - Robin Woods (Utility Coach)

COMMITTEES

- Fundraising & Sponsorship: Everyone
- Men's Events: Merrick Fuchs & Kenny Quintero
- Team Big Events: Rob Potter, Michael Walker & Coaches
- Marketing: Jon Fields*
- FinCom:
- Match Day Operations:
- Other:
- Dependent on Survey results

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REIMBURSEMENTS PROCESS

- 1) Any purchase needs prior approval by the board
- 2) Send a message before
 - a) If approved send image of receipt
 - b) Reimbursement typically within a week

DUES – Likely Moving to fully rugby.xplorer

UNIFORMS

MERCHANDISE

PRACTICE: TUES/THURS 6-9, TIMBERLAN SPORTS COMPLEX

SHED/LIGHTS/MIDDLE GROUND LOCATION

VISION

ONE

Built together.

Tampa Bay Krewe Rugby Football Club

Do we stay with “Be a good dude?”

KREWE

Sustained together.

| The One Krewe Culture Defined

We are consciously breaking down isolated operating divisions. A youth parent, an active senior player, and an Old Boy from the 90s are equal custodians of the same badge.

CONNECTED INTENT

Every area is supported and interconnected. Youth, Parents, Volunteers, Old Boys, Players, Coaches etc. Players post match gag awards.

SHARED OWNERSHIP

We drop the phrase "that's their problem." If an issue impacts the Krewe's reputation, welcome culture, or financial health, it matters to everyone at this table.

SUSTAINABLE GROWTH

Building upon the incredible things already in place. We honor past championships by anchoring them in a simple, clear framework that outlasts any single volunteer's tenure.

One Krewe is more than a slogan. It means players, parents, coaches, alumni, volunteers, and leadership moving together with shared ownership in the future of this club.

If we build the right culture and systems now, success will follow for years to come.

We do not need to solve everything overnight. We need sustainable systems, stronger communication, and shared accountability.

GROUND RULE: PEOPLE FIRST

Processes and technology exist solely to serve our community, never to replace human connections.

We strip administrative headaches so coaches can focus on mentoring. We protect family time with direct, frictionless tools.

Does this make life easier, warmer, and more welcoming for our people?



Current State

Honest State of the Club



There is always opportunity for improvement. How do we lighten the load?



Declining Youth Numbers

Enrollment trend visible in data handout.



Over-reliance on Few People

Burnout risk & fragility across the club. *Less than 5% of the club runs 95% of everything.*



Fragmented Communication

No single consistent channel or cadence.



Financial Visibility Gaps

Reporting and tracking need simplification.



Alumni & Sponsorship Pipeline Untapped

Digital, sponsorship, alumni underdeveloped.



Reactive Over Proactive

Planning and logistics often last-minute.

Roadmap

Our Four Fundamentals of Growth

Funds

New bank, streamlined payments, and a 1-page sponsorship deck for Old Boys.

Youth

Recruit a Parent Liaison and launch the "Bring a Mate" registration incentive.

Coaches

Safety certification audit and a mandatory Men's team rotation roster.

Community

Digital storefront cleanup and two high-traffic community tabling events.

| The Three-Year Horizon

Year 1: Centralize

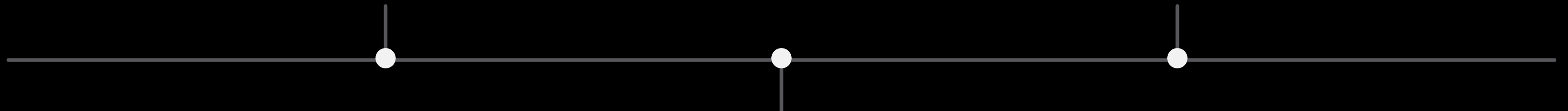
Fixing the plumbing. Bank switch, Tech stack consolidation,
Bylaws rewrite. Communications and Krewe.

Year 3: Systemize

The Legacy. Automatic processes. Self-sustaining player
pipeline. Autopilot routines.

Year 2: Scale

Scaling the flow. Vertical integration of Men/Youth
coaching. The Big Items.

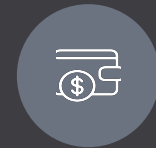


Year 1: Stabilize & Unify



Governance & Operations

- Rewrite bylaws
- Committee structure
- Clear responsibilities & ownership



Treasury & Finance

- Switch banks
- Clean up payments
- Budget & reporting



Comms & Technology

- New website
- Social media
- Club communication avenues



Rugby Operations

- Youth coordination
- Coach recruitment
- Match & travel logistics



Community & Fundraising

- Sponsorship
- Merchandise
- Events & banquet

Year One is about resetting the foundations for our systems, communication, and sustainability.

Years 2 & 3: Grow · Sustain · Elevate

Long-Term Vision

YEAR 2 — Grow & Develop

- Membership growth
- Youth recruitment pipeline
- Sponsorship expansion
- Improved retention
- Stronger events & fundraising

2027

YEAR 3 — Sustain & Elevate

- Leadership succession
- Long-term financial stability
- Strong alumni engagement
- Sustainable volunteer culture
- Recognized community presence

2028–2029

Project Rising Tide: Our Collaborative Roadmap

Timeline focusing on rebuilding culture before chasing scale

Simplify & Align

Clear out administrative overlapping, adopt community-friendly registration tools, and set clear committee lanes.

1

2

3

Sustain & Celebrate

Launch the 40 for 40 legacy campaign and engage from other angles including Estate and Will Planning, Coach Clinics, All Tampa Day Tourney, joint AGM etc.

Engage & Deepen

Ensure Parent Integration Merchandise Available, solidify High School pathways, and run dedicated coach mentoring clinics.

Tactical Focus

| Plan Our Success



The Grand Banquet

A formal joint celebration with a silent raffle and fun for all generations. This is where we tell our story.



Unified AGM

A joint Annual General Meeting that brings every voice to the table, ensuring our destiny is written by us.



All Tampa Day

10s Preseason Tourney & Fundraiser

- Youth
- Mens (Social & Super Social)
- Old Boys
- Touch
- Women (follow up next)



Recurring Special Item

Something that becomes tradition and over time adds nostalgia and is collectible by all

- Xmas Ornaments
- Challenge Coins
- Pins etc

| Sustaining Our Legacy: The 40 for 40 Campaign

\$40K

TARGET CAPITAL GROWTH

Honoring Forty Years of Brotherhood

This is a deliberate growth campaign fund built to insulate our development pipelines, preserve the badge, and guarantee long-term operational longevity.

- Reconnecting deliberately with generations of historic Old Boys and club supporters for a bigger purpose.
- Securing a protected, permanent scholar player development fund.

Execution

Other Topics

- FRU & FRYU - Engagement & AGM is Aug 16th in Ft Lauderdale - ability to ask for us to decide game times
- Planning session with Leadership/Parents/Alumni/Other Teams
- Other key home games (preseason/postseason/travel)
- Hillsborough County fields booking
- Branding & Owning our logo & Merch next year
- Communications
- Accountant (financial review)
- Other Team or Strategic Scale Partnerships (Tampa Bay Sun/Bucs/Lightning etc)

| The Colors We Carry

Our visual identity links needs to have meaning with who we want to be. We are formally integrating Creamsicle Orange as our throwback accent color into the palette as well as giving meaning to the colors behind the badge.

Krewe Crimson

#8B0020

Grit

Krewe Gold

#FCD116

Excellence

Pure White

#FFFFFF

Integrity

Deep Black

#111111

Foundational

Krewe Silver

#6B7280

Legacy

Creamsicle Orange

#FF7043

Florida Roots