

Whistler Pickleball Association

Strategic Plan 2021

(Reviewed Annually)

VISION: The Whistler Pickleball Association (WPA) aims to support the Whistler community in developing, promoting and growing Pickleball as an inclusive sport throughout the Whistler area.

MISSION: To facilitate the growth of pickleball in Whistler and surrounding areas for the enjoyment, health and social engagement for all players by offering organized recreational and competitive play. We endeavour to create opportunities for continued development for all players in a safe, respectful and inclusive environment.

Outcome 1:

Grow Pickleball

Outcome 2:

Encourage Quality
Pickleball Facilities

Outcome 3:

Foster Player Development

Outcome 4:

Increase Membership and
Populate Board of Directors

Measures:

Create new Intro
Programmes
Populate PB Equipment
Lending Library

Measures:

Inform RLAC (RMOW's
"Recreation Leisure
Advisory Committee")
Solicit member's desires
(at a minimum):
✓ Locations
✓ Amenities
Compile and Broadcast
Survey Results

Measures:

Identify Providers
Market offerings to
Members first then
backfilling with the
greater community

Measures:

Re-structure Annual Fees
Increase Community
Awareness of the WPA