

Whistler Pickleball Association

Operational Plan 2021

(Reference 'WPA Strategic Plan', dated May 10, 2021, reviewed annually)

Outcome 1: Grow Pickleball

- Virtually;
 - Complete WPA Website, Update Social Media Accounts
- 3 Dimensionally;
 - Collaborate with S2S Communities, Neighbourhoods, Stratas, School Boards & Peripheral Associations
 - Coach and Provide Ambassadors for local Intro Clinics
 - Procure "Loaner" Equipment: Nets, Paddles, Balls, etc. and manage their distribution

Outcome 2: Encourage Quality Pickleball Facilities

- Inform RLAC (RMOW's "Recreation Leisure Advisory Committee")
- Undertake "Needs Assessment" and Compile member's desires toward;
 - Court Locations and Facility Types, including
 - Specific Amenities and/or Peripheral Activities
- Interpret, Analyze and Compare with Pertinent Outside Jurisdictions
- Communicate with the Greater Community and External Stakeholders

Outcome 3: Foster Player Development

- Identify and Vet Qualified Coaching Providers
- Train and Champion "Physical Literacy" in the Sea to Sky Corridor
- Market WPA Program Offerings to our Members first, then backfilling with the greater community

Outcome 4: Increase Membership and Populate Board of Directors

- Re-structure Annual Fees and Explore Fundraising Opportunities
- Increase Community Awareness of the Association
 - Print Advertising and Online Marketing