

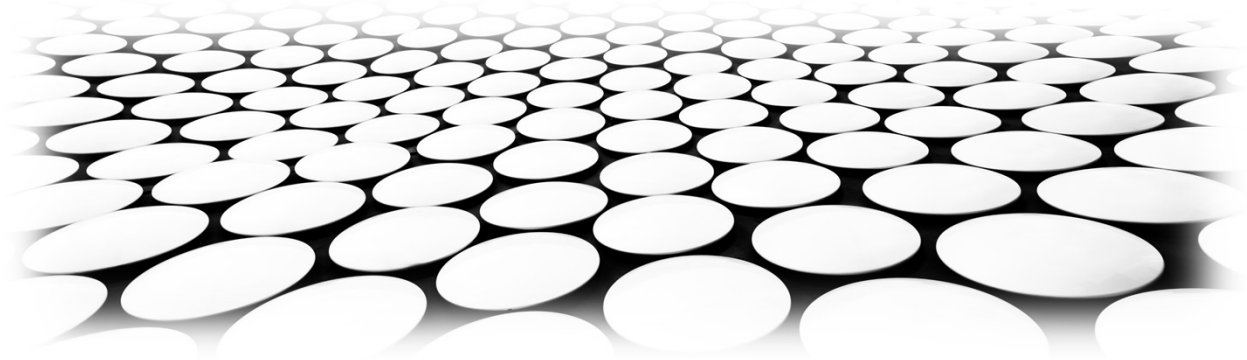


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# 2020 Annual General Meeting

June 18<sup>th</sup>, 2021

The WPA acknowledges that our pickleball community is located within the unceded territory of the Lil'wat and Squamish Nations.



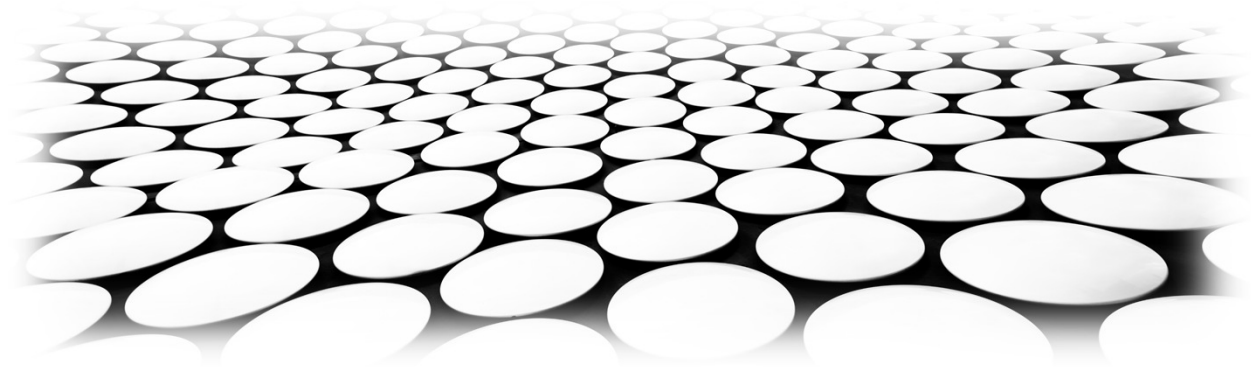


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# 2020 Annual General Meeting Executive Report to Members

Garth White, President, Whistler Pickleball Association

June 18<sup>th</sup>, 2021



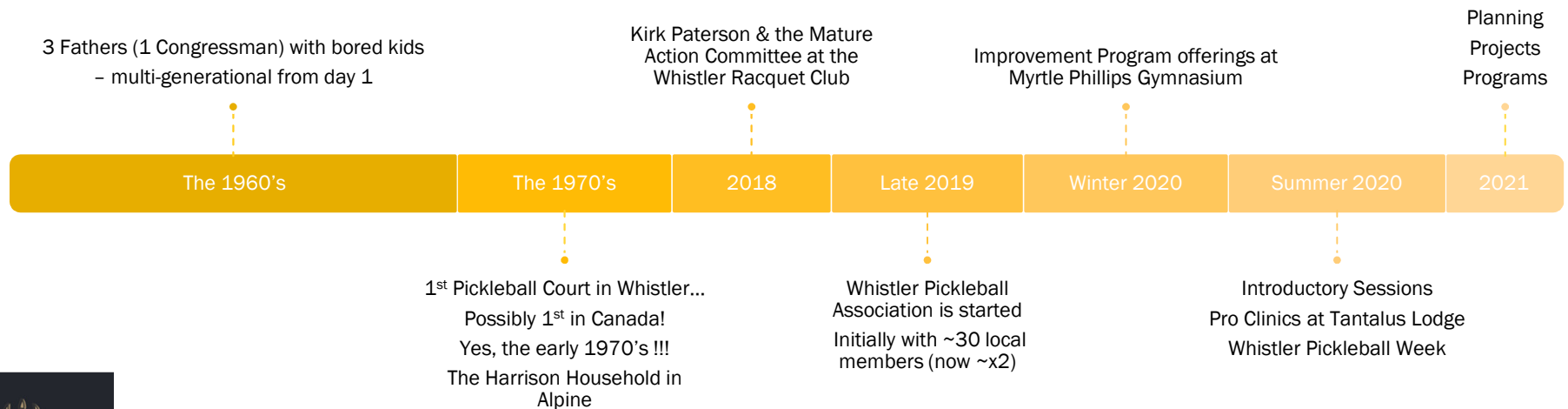
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## AGENDA:

1. QUICK PICKLEBALL BACKGROUNDER
2. OUR ACCOMPLISHMENTS - SUMMARY
3. THE “NEAR” FUTURE
4. FURTHER “DOWN THE ROAD”
5. PEER COMMUNITY LEARNINGS
6. 2021 STRATEGIC PLAN
7. 2021 OPERATIONAL PLAN
8. 2021 PROPOSED BUDGET
9. Q&A

# BACKGROUND – PICKLEBALL HIGHLIGHTS AS A VISUAL TIMELINE

~1965 Pickleball is born on Bainbridge Island in Washington







## 1970'S NEIGHBOURHOOD PICKLEBALL TOURNAMENTS, STARTING MAY LONG WEEKENDS

Thank-you Google Maps



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# THE WPA – VISION AND MISSION

## 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

The purpose of the Whistler Pickleball association is 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 endeavor to create opportunities for continued development for all players in a safe, respectful, and inclusive environment.

<http://whistlerpickleball.com/whistler-pickleball-association/>

<https://www.facebook.com/whistlerpickleball/>



## Long-time Whistlerites



### OUR GUIDING OBJECTIVES

Reference Quality Sport: <https://sportforlife.ca/quality-sport/>

## MEMBERSHIP DESIRES COMPILED:

Membership Survey of February 2020 (pre-Covid)

- Affordability – ‘On Par’ with the Lower Mainland
- Accessibility:
  - By Neighbourhoods;
    - Transit
    - Trails
    - Parking
  - By Time;
    - Seasonality
    - Day of Week
    - Time of Day
- Dedicated Facilities
  - Outdoor Courts
  - Indoor / Bubbled
- Intro & Improvement Clinics
- Volunteer Opportunities





## WPA “QUALITY SPORT” PROGRAMS

Introductory & Improvement Sessions at Myrtle Phillip Community Centre Gymnasium – Pre-Covid, Winter 2020  
example; 4-week, 2-hour weekday evenings – 2 sessions/evening – up to 18 people/session



Improvement “Guest Clinics” with Brook Siver at Tantalus Resort Lodge – August 2020  
IPTPA Level 2, Master Teaching Professional  
3, 2-hour, 8-person ‘Covid-friendly’ sessions

# WHISTLER PICKLEBALL WEEK – BY PROCLAMATION

Coincident with National Pickleball Day

– 2<sup>nd</sup> Saturday in August – for 9 consecutive days – recurring annually!

- Utilizing all 9 RMOW Courts at 7 different sites
- 18 WPA Members Volunteered as Ambassadors
  - Created using 9, 1.5-hour Ambassador Training Sessions
- 42, 60-minute Intro Sessions over 7 of the 9 days
  - Modified Return to Play Plan
  - Pre-registration and waivers
  - Deployed up to 3 Ambassadors per session
  - Equipment provided, lent or purchased at cost (~\$15)



- ~ 70 Local Participants
  - Many of whom were family, generational
- Dozens of equipment sales (at cost)



## THE NEAR FUTURE...

- ✓ Continued consultation with our Members, the RMOW, neighbouring Associations and other Stakeholders
- ✓ Strategizing / Prioritizing:
  - Advocating for future Facilities/Courts throughout the Sea-to-Sky Corridor
  - Optimizing future locations by facility type, court layout, program offerings, etc.
- ✓ Continuing “Covid-Friendly” *localized* Intro-Clinics
- ✓ Gearing-up for “Whistler Pickleball Week 2021”

## FURTHER DOWN THE ROAD FOR THE WPA....

- ❖ Sea-to-Sky Pickleball Master Plan
- ❖ 'Pickleball Week' Expansion – Squamish, Pemberton & Mount Currie
- ❖ Integration into Physical Education Programming
- ❖ Tournaments – Regionals, Provincials, Nationals...



# PEER COMMUNITY FACILITY PHOTOS...



Squamish above (2)

Richmond

Vernon

Lake Country

PR



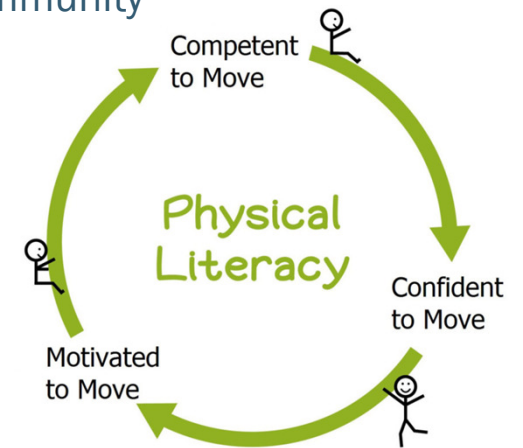
## WRAPPING-UP



WHISTLER  
PICKLEBALL  
ASSOCIATION

### Pickleball in Whistler, Key Points...

- Aligns with our '*Physically Literate*' community
- Multi-generational family fun for all!
- Low cost-to-entry & to stay playing



### Whistler Pickleball Association, Key 2021 Objectives...

- Doubling-up on the ~100 Whistlerites introduced to PB in 2020
- Encouraging and Organizing Strategic Partnerships
- Nurturing cost-respective options for PB in the S2S Corridor

## PEER COMMUNITY LEARNINGS

What's worked well?

What hasn't worked so well?

Pitfall avoidance

- Noise – Pickleball is loud – mostly due to court density
- Mixed-use court challenges
- Mixed-use indoor facility challenges
- PB included in Master Plans for “Sports”
- Community Pickleball Associations add value/ streamline growth
- Court Bookings / Rentals



# STRATEGIC PLAN 2021

## Outcome 1:

Grow Pickleball

## Measures:

Create new Intro Programmes  
Populate PB Equipment Lending Library

## Outcome 2:

Encourage Quality Pickleball Facilities

## Measures:

Inform RLAC (RMOW's "Recreation Leisure Advisory Committee")  
Solicit member's desires (at a minimum):

- ✓ Locations
- ✓ Amenities

Compile and Broadcast Survey Results

## Outcome 3:

Foster Player Development

## Measures:

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

## Outcome 4:

Increase Membership and Populate Board of Directors

## Measures:

Re-structure Annual Fees  
Increase Community Awareness of the WPA

Approved: May 10, 2021



# OPERATIONAL PLAN

Updated as of  
June 18 2021

## **Outcome 1: Grow Pickleball**

- Virtually;
- 3 Dimensionally;
  - Complete WPA Website, Update Social Media Accounts
  - 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

**Done/Ongoing – PCO/PBC Registration Migration**

**Done/Ongoing – 400 New Players! Revised 2021 number to 800!**

## **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

**Done/Ongoing – Feb. 2021**

**High Priority – Determining...**

## **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

**Medium Priority – Developing...**

## **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

**Done/Ongoing**