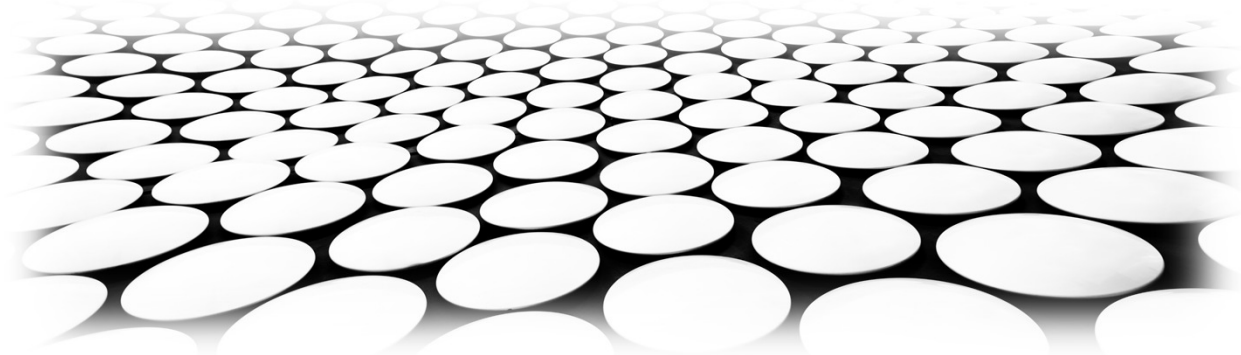




2022 Annual General Meeting

June 9th, 2023

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





2021 Annual General Meeting Executive Report to Members

Garth White, President, Whistler Pickleball Association

June 9th, 2023

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



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 9 2023

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 – Requires Technical Lead

Done/Ongoing – ATM, Storage is an Issue!

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

High Priority – Completed

High Priority - Completed

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

On-going – Planning...

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

Ongoing

SUMMARY



WPA in Whistler, Key Points...

- Planning for RMOW facilities and programs
- Encouraging diversity in new players
- Supporting low cost-to-entry & to stay playing

Whistler Pickleball Association, Key 2023 Objectives...

- Encouraging and Organizing Strategic Partnerships
- Nurturing cost-respective options for PB in the S2S Corridor
- Reviving the WPW Ambassador Program!