

# Sequim Picklers Club Strategic Plan 2018 - 2020

## VISION

Sequim is the Premier Destination for Pickleball in the Pacific Northwest

## MISSION

Facilitate the growth of pickleball in Sequim and the Olympic Peninsula for the enjoyment, health, and social engagement among players of all ages. Sequim Picklers will foster organized recreational and competitive play by ensuring opportunities for the continued development of all players in a friendly and sportsmanlike environment. Sequim Picklers will strive to build and provide a superior pickleball experience.

## WE VALUE...

### OUR MEMBERS

*Our **Members** are the heart of what we are and what we do.*

We deliver value and benefits to our members by providing opportunities for social interaction, education, “fun” or competitive play in superior facilities.

### OUR CLUB

*Our **Club** is a thriving, fiscally responsible organization.*

We manage and govern the club with strong member engagement, positive leadership, sound decision making and transparency with appropriate checks and balances,

### OUR COMMUNITY

*Our **Community** is our partner providing us a home and unique way of life.*

We flourish in a community that embraces our club and our sport. A place where we give back as active volunteers making a positive impact.

### OUR SPORT

*Our **Sport** is the fastest growing in the USA and is enjoyed by people of all ages and skill levels.*

We love this sport and we want everyone to play! We run excellent tournaments and strive to pass on the knowledge and love of the game.

# Sequim Picklers Club Strategic Plan 2018 - 2020

## FOCUS AREAS / GOALS / PROJECTS

### OUR MEMBERS

1. Develop a prioritized courts amenity list.
2. Develop methods for collecting feedback about group play preferences - adjust calendar to test ideas.
3. Create more value for members.
4. Formalize and streamline new member welcome.
5. Run League play for members.

### OUR CLUB

1. Develop an income / cash flow plan for 2018-2019 that covers operational and court maintenance expenses plus a few amenities.
2. Build our club "brand" and image by increasing use of social media, PR, pictures, video and newspaper coverage to include images of youth, families and guests.
3. Create New Board turnover meeting and process including required reading.

### OUR COMMUNITY

1. Volunteer / participate as a club in community events.
2. Conduct FREE pickleball clinics for non-members.
3. Conduct FREE youth events.

### OUR SPORT

1. Run 2 Regional tournaments a year using sponsors to engage the community.
2. Run 2 Local tournaments a year.
3. Begin planning and networking with the community regarding an Indoor Court HUB.

# Sequim Picklers Club Strategic Plan 2018 - 2020

## OUR CLUB

1. Develop an income / cash flow plan for 2018-2019 that covers operational and court maintenance expenses plus a few amenities.

**Projected Annual Expenses:**      Operations - \$3,000      Amenities - TBD  
    Maintenance - \$5,100 (min) - \$8,600 (max)

Activity	Date	Est. Income	Notes
2018 Fall Regional Tourney	Sept 21-23	\$4,500	Assuming 125 players x \$60 - \$\$3,000 expenses
2019 Spring Regional Tourney	TBD	\$4,500	Assuming 125 players x \$60 - \$\$3,000 expenses
2019 Fall Regional Tourney	TBD	\$4,500	Assuming 125 players x \$60 - \$\$3,000 expenses
2018 - 1 Local Tourney	TBD	\$2,000	Based on PA Tourney proceeds
2019 - 2 Local Tourney	TBD	\$4,000	Based on PA Tourney proceeds
2018 Dues / Fees	May 2018	\$2,250	Average of 100% and 50% renewal of 2017 fee paying mbrs (dues only). Does not account for buy-in/up.
2019 Dues / Fees	May 2019	\$2,250	Average of 100% and 50% renewal of 2017 fee paying mbrs (dues only). Does not account for buy-in/up.
Grant (name here)	tbd	tbd	Need amenities list and rational
Grant (name here)	tbd	tbd	Need amenities list and rational
Capital Fund Campaign 1	Summer 2018		Need member benefits / purpose for money
Capital Fund Campaign 2	Summer 2019		Need member benefits / purpose for money