

It's been another interesting year but certainly one that our club can be quite proud of. As some of you may recall from our last AGM our priority for 2021 was to get our club membership system up and running and to offer coordinated play groups. And we've seen some success in that regard. So many of you that are here today (and many that aren't) really stepped up and helped out this year. It's because of you that we have really made a name for our club. None of what we accomplished this year could have been done without you. So thank you! Those of us that have been part of this experience really know first hand what volunteerism can do to make something (like our club) such a success. Our two honorary (lifetime) members, Grace McGregor and Donna Wilchynski remain a constant support of our club. They believe in what we are doing. They can see that our efforts hold tight to the community. Their contributions helped us really welcome participants with spectacular fanfare and we thank them for that.

Now I'd like to do a quick recap of our very busy and exciting year:

**Membership** registrations went live on January 20, 2021 and have grown to 121 members. 19 are Associate Members and 102 are Full Members.

With so many new members, many of which are brand new to the game, we kept our round robin groups relatively unrestricted. We wanted to give people a chance to just play the game and learn a little about where they may actually fit with respect to skill level. Tournament play also helped with this. This is a work in progress as people navigate their play based on their own abilities. For the upcoming season our club may want to revisit what that looks like.

We offered 24 **Learn-to-Plays** from May 12- July 31. Sessions were offered twice per week which requires a time commitment by volunteers. There was a small handful of people that ran these sessions. As a group we should consider whether these continue as is or perhaps limit the frequency of them. Either way, we will need more people volunteering to assist with these.

We offered '**Members only Round Robins**' for 2.5/3.0, 3.5 and 4.0+ in addition to the Ladies Night and Men's Night. These were held weekly from May 15 - September 27 and were quite popular based on the number of registrations received. As our club grows and develops we can look at how we want to manage this on a go forward basis.

As you will see in today's agenda I've indicated a number of committees to be formed. The idea being that these committees will take on some of the work involved in planning various club events and or processes.

We also planned and /or hosted a few special events:

- **Skills, Drills and Strategies** (June 29) - Although we had lots of interest in this the heat prevented us from running it. Its popularity does give us some food for thought as we start to look at next year.
- **12 HR Pickleball Game** (June 26) - 144 time-slots were filled in what was likely the hottest week of the year. Our club played a role in making Christina Lake #2 in BC and #3 in Canada for participAction minutes. It was really nice to see the community get involved and work together.
- **Kids week** (July 12 &15) — Once again the heat and smoke caused a cancellation of one of the days but we were successful in hosting 2 days and had 15 children from 6 yrs to 14yrs show up to play. PCO and PBBC are working on developing a Youth program across the country. Rather than wait to see how that rolls out, I think we can

probably get started on that ourselves by developing our own programs and encouraging local youth to come out and play.

- **Picklepalooza** - We had 54 participants in this Mixed Doubles one-day event. This was our opportunity to try out the [pickleballtournaments.com](http://pickleballtournaments.com) software in preparation for the HLD tournament.
- **Hook Line and Dinker** - Although we had a total of 266 people register at one point or another we ended up with 176 participants over the 3 days of play. Although we managed to sell t-shirts and hats in advance we may want to revisit this for next year.

We continue as best we can to expand our reach through social media. (Instagram/ our website/FB) and encourage people to go to the website for information (ie Calendar, Let's Play, Membership). Soon they will tell two friends and they will tell two friends and so on and so on. The more traffic we get the more presence our club has and that benefits everyone. Explore the website to keep current and up to date.

Our intent behind sponsorship looked quite different than how it actually rolled out this year. Our HLD tournament demonstrated an overwhelming show of support through donations for participant draws. Feedback since our tournament has indicated a wider community interest in participating in future tournaments. Our traditional approach to sponsorship may be on hold for a while but it has become obvious that community support of our club is very real and growing.

As many of you know, an artistic rendering of a court expansion and overall venue redesign was on display at the HLD tournament. We haven't really been included in the finer details of what specifically will be done or when. Regardless, it's good news for our club and anyone wishing to play pickleball at the Christina Lake courts.

Overall I'd say we've had a fairly successful year despite the hurdles we've encountered. As we plan for 2022 we can now look at what worked/didn't and any new ideas we should consider.