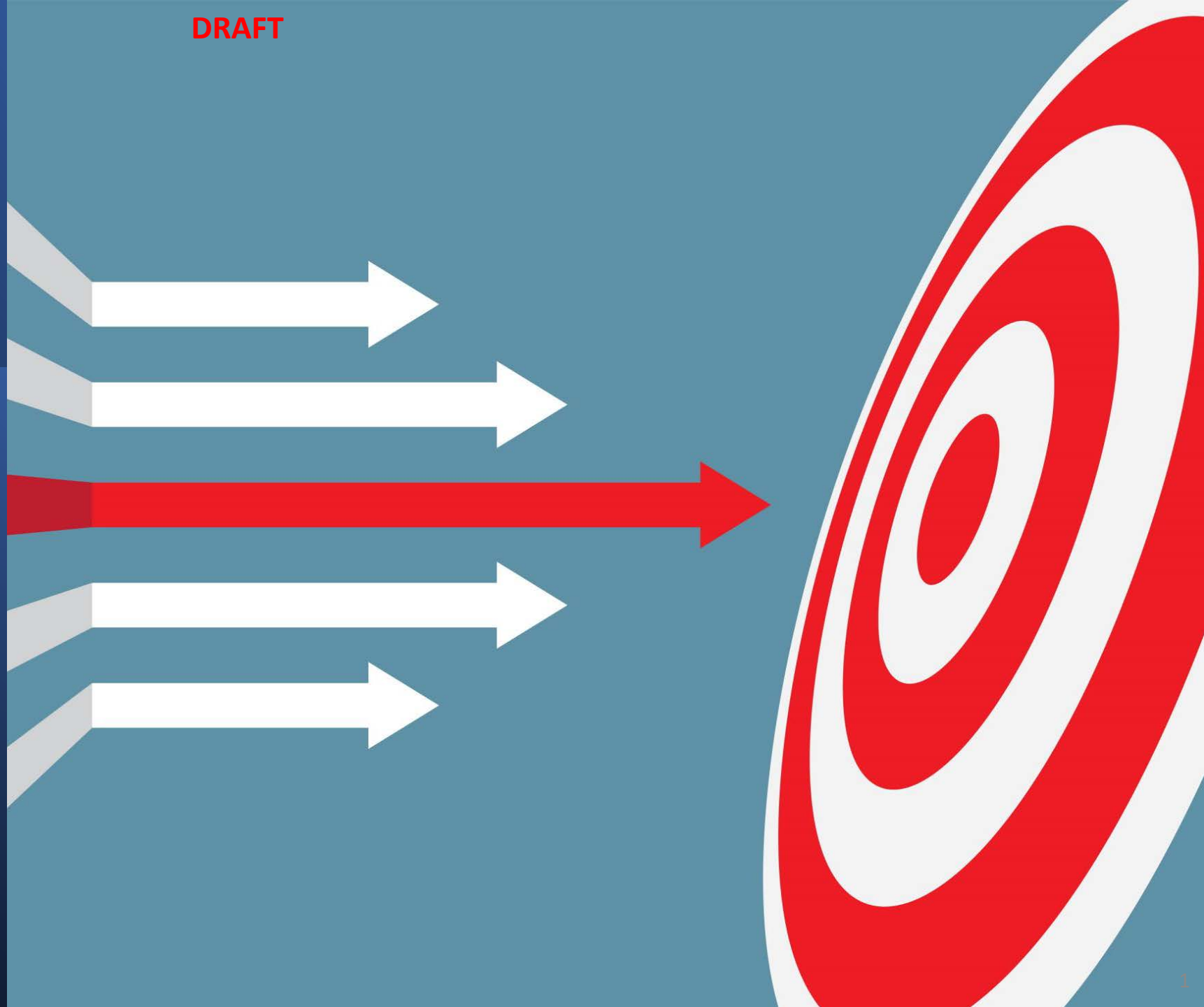




DRAFT

Surrey Pickleball  
Club

Strategic Plan  
2022-2028



# Surrey Pickleball Club - Strategic Plan 2022-2028 - Summary

## Mission (What are we here to do)

**The Surrey Pickleball Club fosters the growth and development of pickleball in Surrey, delivering playing, learning and leadership opportunities in a welcoming, inclusive environment for pickleball enthusiasts of all ages and skills, while advancing pickleball broadly.**

## Vision (What will we look like)

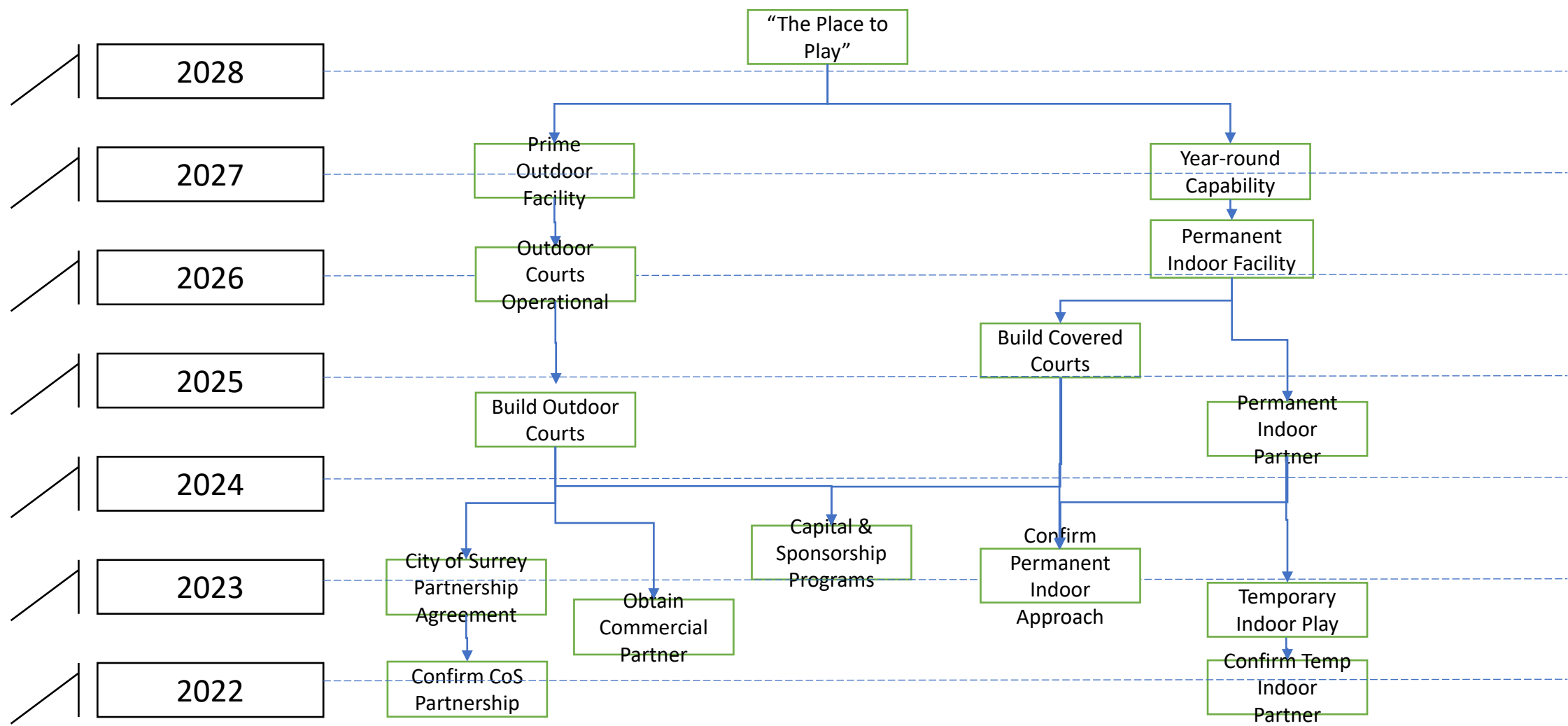
**In collaboration with the City of Surrey, we are the year-round home of pickleball in Surrey; the club is the preferred place for pickleball players.**

## 2028 - Vision Realized

- The club will have 900-1000 members
- The club's programs will be targeted at all skill levels, age groups, competitive and recreational/social playing interests
- Players will find it easy to play at the club, will feel welcome, will want to play at the club and will want to participate as volunteers
- The club will be active in the pickleball and social communities
- The club's playing season will be year-round
- The club will have a dedicated "home" of 18-24 dedicated lighted courts in central/southern Surrey and may offer play at satellite locations
  - 6-12 of the courts will be year-round courts
- The club's facility will include sheltered viewing and will have food/beverage service
- The club will host a minimum of 3 tournaments per year, and will have been the host for regional and national tournaments
- The club will have hosted one or more professional tournaments
- The club will have several certified teaching professionals and certified referees, at all certification levels
- The club will host/provide numerous internally and externally provided instruction, coaching and mentoring opportunities
- The club will have extensive sponsorship and media coverage
- Club membership fees will be considered very good value
- The club will have professional management but will rely heavily on volunteers and and volunteer management

# Strategic Planning – Court-Related Goals Timeline

The timeline for completing objectives for meeting the vision that is dependent on having courts in place



# Strategic Plan – The Place to Play - 2028

Mockup  
Only



# Strategic Plan – The Place to Play - 2028

Mockup  
Only



# Strategic Plan – The Place to Play - 2028

Mockup  
Only



# Strategic Plan – The Place to Play - 2028

Mockup  
Only

Alternative  
Indoor Concept

