

Strategic Plan for PickleHub

Mission Statement

Our mission is to revolutionize pickleball in the GTA and Ontario by providing skill-level-based games that ensure fair play, balanced competition, and an enjoyable experience for players of all levels. Through scientifically validated rating methods, we help players discover their ideal skill level while fostering an inclusive and supportive environment. As a not-for-profit organization, we are dedicated to offering premium services that remain accessible and affordable, redefining pickleball as a sport that welcomes and engages everyone in the GTA and beyond.

Core Values

1. **Fair Play:** Ensure every player is matched appropriately based on skill level to create balanced and enjoyable games.
 2. **Inclusivity:** Foster a welcoming and supportive environment for players of all backgrounds and abilities.
 3. **Community Engagement:** Build a thriving pickleball community through social events, leagues, and tournaments.
 4. **Affordability:** Deliver premium services that remain accessible and affordable for all participants.
 5. **Innovation:** Continuously explore and adopt new formats, methods, and offerings to enhance the player experience.
-

Strategic Objectives and Action Plan

1. Enhance Drop-In Experiences

Objective: Provide structured, skill-level-based drop-in sessions for beginner, intermediate, and advanced players to ensure quality games.

Actions:

- Schedule drop-in sessions for each skill level with appropriate court allocations.
- Offer on-site guidance for new players to ensure they are placed in the correct skill group.
- Collect feedback regularly to improve the drop-in experience.

Key Performance Indicators (KPIs):

- Participant satisfaction survey results.
 - Attendance numbers for each session type.
-

2. Expand DUPR Rating Sessions

Objective: Establish regular DUPR rating sessions to help players accurately update their skill levels.

Actions:

- Schedule monthly DUPR sessions for players to participate and update their ratings.
- Educate players on the importance of ratings for balanced competition.
- Use DUPR data to create more competitive leagues and tournaments.

KPIs:

- Number of players participating in DUPR sessions.
 - Percentage of players with updated ratings.
-

3. Develop Competitive Leagues

Objective: Offer engaging leagues for men, women, and mixed teams to promote consistent play and community building.

Actions:

- Organize seasonal leagues with divisions based on skill levels.
- Provide incentives such as awards or recognition for league champions.
- Implement fair scheduling and scoring systems to ensure balanced competition.

KPIs:

- League participation rates.
 - Retention of league participants season over season.
-

4. Host Tournaments

Objective: Organize high-quality tournaments for men, women, and mixed divisions to provide competitive opportunities.

Actions:

- Host quarterly tournaments with varying formats (round-robin, knockout, etc.).
- Partner with local sponsors to enhance prizes and reduce participant costs.
- Ensure tournaments accommodate a range of skill levels.

KPIs:

- Tournament attendance.
 - Revenue generated from sponsorships and registrations.
-

5. Explore Single Game Formats

Objective: Study the feasibility and interest in offering single games alongside traditional doubles games.

Actions:

- Conduct surveys to assess player interest in singles games.
- Pilot singles sessions for feedback and refinement.
- Adjust court allocations and session pricing to accommodate singles play.

KPIs:

- Survey participation and feedback.
 - Pilot program attendance and player satisfaction.
-

6. Build Community and Awareness

Objective: Strengthen PickleHub's presence and grow the local pickleball community.

Actions:

- Promote events, leagues, and tournaments through social media, newsletters, and community outreach.
- Host social events exclusively for members to encourage engagement and loyalty.

- Partner with schools and youth organizations to introduce pickleball to younger demographics.

KPIs:

- Growth in membership numbers.
 - Social media engagement metrics.
 - Participation in youth-oriented programs.
-

Implementation Timeline

Objective	Timeline
Drop-In Sessions	Immediate (Ongoing)
DUPR Rating Sessions	Monthly, starting Q1
Leagues	Seasonal (Spring, Summer, Fall, Winter)
Tournaments	Seasonal (Spring, Summer, Fall, Winter)
Single Game Pilot	Study Q1, Pilot Q2
Community Building	Immediate (Ongoing)

Budget and Funding

- **Revenue Streams:** Membership fees, event registrations, sponsorships.
 - **Key Expenses:** Facility rentals, coaching fees, administration fees, digital tools, marketing, tournament logistics.
 - **Grants and Sponsorships:** Explore funding opportunities to subsidize programs and keep fees affordable.
-

Evaluation and Continuous Improvement

- Conduct regular reviews of programs and activities using feedback and performance metrics.

- Adjust offerings and strategies based on community needs and emerging trends in pickleball.
- Celebrate successes and recognize contributions from volunteers, members, and participants.

By aligning our operations with our mission and values, PickleHub will foster a thriving, inclusive pickleball community that meets the diverse needs of players while setting a new standard for excellence in the Halton region and beyond.