



## Annual Report of 2023

Presented at the

## Annual General Meeting

March 13, 2024

President	Eileen McClean
Vice President	James Porter
Secretary	Jenna McCully
Treasurer	Laura Spencer
Director Membership	Art Au
Director at Large	Douwe Spriensma
Director Communications	Roger Hutlet
Director at Large	Ken Dentzien

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## Introduction

Another successful year has passed. It is all thanks to our many members who step up, volunteer and make the club a welcoming place for all levels of play. We continue as always to receive many favourable comments about friendliness and the social benefits of belonging to our club. This cannot be underestimated as with the growth of the club many new members come to venues daily so always reach out to help them with all of the procedures and questions if they have any!

## President's Message

SAPC continued to grow in 2023 and we ended the year with 963 Members .

We continue to offer a variety of organised play both at Alpine and at our indoor venues along with mentoring and beginner lessons for anyone who wants to learn pickleball. Over the years we have changed to adapt to new technology systems, new financial systems, add new venues and accommodate an ever growing number of members. With the reciprocal agreement with the city of St. Albert we are fortunate to have 12 indoor sessions at the schools on a weekly basis during the fall and winter season. However at the heart of the club are the Board and volunteers who work tirelessly on a daily basis for the betterment of the club.

Martin Luther King junior said "Volunteers do not necessarily have the time; they have just the heart!" Thank you to our wonderful volunteers; your support of the club allows us to continue to fulfil our mission and serve our pickleball community!

## Key Accomplishments

- We remain the second largest pickleball club in Alberta in terms of memberships.
- In 2023, SAPC surpassed our records from the previous year in terms of indoor and outdoor play sessions for members, number of members served, tournament numbers and attendance, club revenue and expenses, rating clinics, lessons and mentoring, goods sales, and more.
- The City of St Albert welcomes our input, and recognises the Club's professional approach in planning for its future.

As well, work was initiated or completed in the following areas:

- adopting and implementing a new accounting system.
- researching adoption of a performance-based player rating system.( DUPR)
- Negotiations with the City of St Albert regarding an operating agreement for Alpine Courts was ended in December (See facilities Task committee report)
- Ongoing dialogue with the City of St. Albert administration regarding its plans for indoor and outdoor facilities continues.
- One Possession Academy venue was added to our list of venues. Northpointe no longer rents out their gym due to their own programming. Parking issues and extra costs meant that we dropped Level One as a venue!

# Financial Highlights

## Income Statement Highlights

- Total Income                   \$136,692
- Total Expenses                71,007
- Surplus                         65,685
  
- Top four income sources:
  - Venue Play Revenue           \$52,255
  - Memberships                   \$42,907
  - Tournament Entry             \$30,167
  - Interest Revenue             \$ 5,922
  
- Top five expenses:
  - Venue Play Rent               \$29,505
  - Equipment & Play Supplies   \$ 7,505
  - Referees and Coaching       \$ 6,481
  - Information Tech Software   \$ 5,684
  - Tournament Awards           \$ 4,988

## Balance Sheet Highlights

- Top Liability: sold but not-yet-used stickers \$ 54,639
- Net assets (club equity) as of Dec 31 2023 \$173,078

## Prices

- Membership fee for 2023: \$47.25 Adults; \$11.55 Youth; the lowest rates around for all season play
  - Extra memberships: \$10 Pickleball Canada and \$5 Pickleball Alberta
  
- Tournament entry fees, first event included:
  - Members tournaments: \$10
  - Sanctioned, open tournament: \$50
  
- Sticker card: \$67 for 20 stickers; no change from previous year
  
- Indoor play
  - at schools: 1 sticker
  - at Red Willow: 2 stickers (reserved play)

## Membership and Play Statistics

Fiscal Year End Date	Memberships	Notes
Oct 3 2014	5	Club Inauguration
Apr 30 2015	55	
Apr 30 2016	110	
Apr 30 2017	205	
Apr 30 2018	315	
Apr 30 2019	536	Alpine courts opened fall of 2018
Apr 30 2020	641	Covid curtailed play starting March 2020
Apr 30 2021	523	Covid continued, limited play
Dec 31 2021	531	Covid continued, some play and venue limitations
Dec 31 2022	785	<b>48% growth in the last year!</b> 781 adults, 4 juniors. 689 of these are considered as revenue for 2022. The rest were purchases for 2023 membership.
Dec 31 2023	976	20% growth in the last year. 966 adults ,10 juniors

## Overview of Team and Committee Work

- The behind-the-scenes work has been always done by our dedicated volunteers. This bears repeating because the club's operations run smoothly because of the talents and times of our volunteers!
- The board thanks James Porter for his service on the board and his dedicated help with his work as vice -president. We are glad he is still with us as he is also a great volunteer in many areas!
- Thanks to reserved play coordinators Rachel Peltonen and Cherran Simpson who have and do so diligently post all our reserved play in our calendars and help members with their reserved play queries. While Cherran moved away she still is active helping with reserved play! Technology can be a blessing!
- Thanks to Eileen McClean( Venue manager) for posting all our drop-in play in our calendars!

### Program and Venue Manager and Team

- Thanks to Eileen, Nicole Currie and others who have worked as Venue Managers and venue coordinators to:
  - arrange for play opportunities from the City of St. Albert
  - arrange for play times from venue owners and operators, and
  - recruit and support our many play captains.
- Special thanks to Eileen McClean for securing one new play venue for our club this year: One Possession Academy! While we did not continue with Level One due to parking difficulties which would have increased the cost, it was timely that One Possession was available. We are very fortunate to have a venue manager (Eileen) who makes it her priority, year round and day in-day out, to seek out and pursue all potential play venues.

- Outdoor play at Alpine Courts:

member sign-ins for play at Alpine this summer!

In May	1985
In June	2051
In July	1655
In August	2720
In September	2075
In October	720
Total:	11,263

### **Facilities Task Force**

- This Task Force has, as its prime objective, the development of a plan to have expanded or additional outdoor and indoor pickleball play facilities available in St. Albert. All avenues are open for consideration, including rentals, lease, construction and development, pursuit of grants, partnership with Active Communities and the City of St. Albert (COSA), and more.
- As was recommended and approved in prior years (and in accordance with Facility Strategy papers published on the SAPC website), SAPC continues to build a capital reserve to fund an SAPC share of future facilities.
- Members of this task force have met with COSA to promote, explore and learn about opportunities to have more pickleball facilities built in St. Albert.
- The task force met with COSA Parks and Recreation representatives at various times in the last year to negotiate a possible operation agreement with the City of St. Albert for Alpine courts. It became clear that the risks and costs vs the benefits of such an agreement were more than SAPC can accept at this point in time.
- Thanks to Eileen McClean, James Porter, Douwe Spriensma, and Ray Keroack for their work on this task force.

### **Ratings**

In February 2023 a newly formed Rating Committee comprised of Karen Cabot, Jeanine Au, James Porter, Ray Keroack, Roger Hutlet, Art Au, and Eileen McClean was tasked to investigate and implement DUPR as a club rating system option for members.

The rating coordinators, Karen Cabot and Jeanine Au, had their first indoor session in April at Red Willow with nine members. Another 17 indoor sessions from April to June followed at 2 venues – Red Willow and Bertha Kennedy School. One session was played at J. Demko but was not well received.

We were fortunate to have BK school until the end of June, with 3 courts it provided the best option to get more members rated (13 per session). At first, it was very difficult to keep up with the rating demand from members – many rating sessions would fill up within 15 minutes with another 10 -15 members on the waitlist.

Fortunately, Ray Keroack organised a summer Wednesday night 3.5 DUPR shootout which helped with ratings for this level. The rating coordinators could then concentrate their DUPR rating sessions for unrated members and offer play sessions for 3.0s trying to improve their DUPR rating. Some emails were received from this group asking for more DUPR play sessions, like the 3.5s had, as they also wanted to play with their peer group/friends without having to go to other venues to play.

Warm weather allowed rating sessions to continue at Alpine with 7 sessions offered from July to October 4th - four of which were 3.0 play sessions.

October to December offered 1 rating session each month, due to limited court space, with an 'am' and 'pm' session at BK. It must be noted that each time an indoor DUPR session was offered, whether it be rating or play, a group from the calendar was bumped from their regular play schedule. In nine months, 31 DUPR sessions were organised and 160+ members received a rating, with the majority being a 2.5, 3.0, 3.5 and 1- 4.0.

Even then, some members did one session with SAPC and played at other DUPR events/venues to complete their 20+ games required. At the November Rating Committee meeting, it was decided that the Rating Coordinators would only schedule indoor DUPR rating sessions for unrated members once a month due to limited court time. Also, it was unanimously decided at this meeting to automatically upgrade member's DUPR rating to a consolidated Club rating following their 20 DUPR games. Previously members had to request an upgrade.

DUPR has recently improved their algorithms to include "points matter" again - think we are all happy to see this back again!

### **Volunteers**

- SAPC has a healthy volunteer list for various aspects, see the Website team lists for a comprehensive list of committees and volunteers. We could not operate without these volunteers and are so grateful for their service.
- To recognize and appreciate their efforts - we held two Volunteer Appreciation Events early summer and fall . Thank you again volunteers!
- If you are interested in volunteering please indicate which areas your interests lie on our website under your profile (the head and shoulders icon) or email Art Au at [info@pickleballstalbert.ca](mailto:info@pickleballstalbert.ca)

### **Finance Team**

- The Finance team of Laura Spencer handles all our accounting, including budgeting, financial reporting, forecasting, sticker/venue tracking, bank and GIC management, and service pricing. Our board members and auditor are all provided with monthly income statements, balance sheet, forecasts and a Treasurer's report. We're glad some people like working with all those numbers and spreadsheets.
- As approved by our Board, the Finance team implemented QuickBooks Online to be used for all the financial/accounting information for the club.

- A review was done of all financial controls to ensure the financial assets of the club are safe. Some minor improvements were made.

### **Information Technology Team**

- This team includes Tamas Virag, Ray Keroack, James Porter (Pickleball Brackets and Pickleball Desk), Douwe Spriensma, Dragan Radovic and Laura Spencer (financial apps). This team is responsible for implementing and supporting the various information technologies used by SAPC, including Wild Apricot; Pickleball Brackets; Affinipay/First Data; Stripe; Google admin (accounts, email, and drive); Zoom; Pickleball Canada National System (PCNS); QuickBooks Online and DUPR. Some of the work carried out this year includes:
  - Setting up and administering our club on DUPR, including maintaining club membership on DUPR.
  - Commencing a project (headed by club historian Reta Thomson) to capture and post some additional historically noteworthy and valuable club photos, stories, and other artefacts.
  - Training and supporting directors, managers, reserved play coordinators, calendar coordinators, training coordinators, venue manager and coordinators, and rating coordinators in the use of our Wild Apricot website, membership management, event management and email system.
  - Working with these other volunteers (many of whom are identified via the roles above) who are becoming increasingly responsible for developing and maintaining the content of our website pages.
  - Training of tournament volunteers to operate Pickleball Brackets and Pickleball Desk.

### **Auditor**

- Lawrence Taylor, our experienced auditor, was re-elected at our last AGM and, as directed by the membership, has conducted a financial and records review. The review report will be presented to the membership at the March 2024 AGM.

### **Goods Sales Team**

- Thanks to Laura Spencer for taking over from Marion Spriensma for the orders for sticker cards and she faithfully fulfils the orders. Our sales of sticker cards have been as follows in recent years. This involves a lot of organising (thank you Laura) all so our members can keep playing indoors. Members now have the option of picking up their stickers locally in a specially made mailbox with a pickleball on top!! (Thank you, Gary Spencer for creating this mailbox!)

	2019	2020	2021	2022	2023
<b>Jan</b>	86	79	0	92	
<b>Feb</b>	55	54	1	78	
<b>Mar</b>	62	47	0	82	
<b>Apr</b>	92	0	0	44	



	2019	2020	2021	2022	2023
May	30	0	0	8	
Jun	25	0	0	3	
Jul	26	0	0	0	
Aug	13	0	3	18	
Sep	98	19	8	58	
Oct	104	91	122	134	
Nov	92	48	108	101	
Dec	74	0	65	86	
<b>Total</b>	<b>757</b>	<b>338</b>	<b>307</b>	<b>704</b>	

- We did not sell balls or t-shirts this year

### **Development**

#### Mentoring and training

- Mentoring sessions, both indoor at Bertha Kennedy School and outdoor at Alpine Courts were organised.
- A beginner lesson is held every Sunday at Red Willow, coordinated by Nicole Currie.
- This year 59 beginner sessions were held teaching 348 participants.
- 19 mentoring sessions were held with 281 participants.
- 8 beginner sessions were held for the school kids , approx 20 kids per session for a total of 160

#### Refereeing

- We hosted a referee clinic in June and our club now has 16 certified referees. We will be looking to see if there is demand to host another clinic this year.

### **Membership and Volunteers**

- As a newly appointed role, to fulfil the vacant position left by Carol Mah, Art Au stepped into this position and continued to keep our membership administration working, updating ratings in the database, tracking PCO and PA memberships and taking care of many other details. Youth membership was also added to this role.

### **Communications Team**

- Peter Sha took on the role of Social Media Coordinator in December, 2022 and has continued in this role until present day – many thanks Peter!!
- In his role as Social Media Coordinator, Peter has accomplished the following:

- Finalised set up of the WhatsApp groups for all ratings levels, captains, etc.; these WhatsApp groups facilitate targeted communication amongst Club members
- Sent out WhatsApp invitations to new members
- Added and deleted members from WhatsApp groups based upon their joining or leaving the Club
- Added/Deleted members from WhatsApp groups based upon player rating changes
- Approved/Declined requests to join our Club Facebook group (only active members are permitted to join)
- Occasionally posted content to the Facebook Group page as requested/approved by the Club

### **Newsletters and Emails**

- The Communications Director kept the membership informed on all topics believed to be of interest to Club members. During 2023, for example, 15 Newsletters were published. Many thanks to our Club Directors, volunteers and other members who contributed topics and content to the articles published in these many Newsletters.

### **Health Coordinator and Team**

- The team kept our first aid supplies for each venue stocked. Jeanine Au was the key person responsible for this work along with Art Au who also helped. An AED was purchased early in the year but it took several months to revive the AED. It was put in place late September at Alpine. The club was lucky enough to receive a grant and the monies used \$2200 will be reimbursed to the club!

### **Social Coordinator and Team**

- Helped with Volunteer appreciation events
- Involved with Tournaments

### **Tournament Coordinator and Team**

We hosted the following tournaments in 2023:

- In June we had a club tournament with 212 players which at the time was our largest tournament to date and also larger than many sanctioned tournaments held by other clubs.
- July 15-17th we hosted our second Pickleball Canada Sanctioned tournament with . The tournament was a huge success and we received many compliments from players from other clubs.
- We also ran another club tournament in Sept with 135 players that was very well received by our members.

- Special thank you to all the members who helped out during these tournaments to make them a success.
- We will be running all three tournaments again in 2024 and they will be put on Pickleball brackets in the next few weeks.
- We ran a 4.0+ league play this year which was team-based play with 6 teams. This was the first type of team-format play in Alberta and was very well received. We received many compliments on the league format and are hoping to continue that this season.

### **Junior Play**

- We now have a few Juniors joining regular play.
- Due to lack of court availability, there were no scheduled junior play sessions

### **Nominating Committee**

- The Nominating Committee, chaired by Kevin McClean, with members Cassy Campbell and Brenda Regehr has served the membership well, providing nominees for the various board positions and the other positions that need to be elected at the AGM.

### **Pickleball Alberta (PA) Study**

- A PA Study team, composed of Ray Keroack, Gary Marcellus, Wally Peltonen, Ralph Smeding, and Delia Bagno, has investigated the merits of continuing or discontinuing the club's affiliation with Pickleball Alberta. Its report is now being considered by our Board, and it is expected that further input will be sought from members in 2024.

### **Special thanks also to:**

- Equipment coordinator Wally Peltonen
- Our shoot out leads, captains, and other behind-the-scenes volunteers
- Thanks to all those who clean our courts
- Binder minder Nela Alfonso.
- Our photographers Richard Smith and Justin Sinclair
- Our registered/reserved play coordinators Rachel Peltonen and Cherran Simpson.
- Club historian Reta Thompson
- All other volunteers; we could not have had any organised play indoors or outdoors without you! Special thanks to the captains who return season after season. Thanks to the mentors team who attend most Sundays throughout the year to teach the game to beginners from the community and to those who mentor each level of play!
- Also special thanks to Nicole Currie for managing Red Willow venue. Thanks also Nicole for organising beginner sessions and as lead trainer set up and manage the mentoring sessions.
- We KNOW we missed some people in this report-long tribute to our volunteers. We are sorry! Thank you too for your efforts to keep your fellow members engaged in our fine sport.

## Looking to the Future

- One issue looms large, insufficient pickleball facilities to support the continued growth of the sport. We know that, unless we are ready to seize the opportunities that may present themselves, we will be short on facilities in the not too distant future. The board, with help from the Facilities Task Force, is actively exploring options and developing plans to keep up with the demand for pickleball facilities.
- With this in mind, and with the membership's continued support, the club will continue to build its capital reserve to be used for future facilities. This reserve will help secure a down-payment, qualification for matching grants, capital improvements to a leased facility, or funds for some other facility development.
- In the meantime, we will pursue new short term facility options and make optimum use of our current facilities.

In closing, to all of you, each and every volunteer and member, it is a pleasure and an honour to share a court with you! We are so blessed at SAPC to have a wonderful Board who works behind the scenes in so many capacities for the betterment of the club! Each day there are venues being managed, play organised for so many levels; our wonderful volunteers working daily for the club!!

There is an Irish song “these are your golden years”; whether you are 13 or 73+ , these are your years to play such a wonderful sport, share camaraderie with each other, enjoy the blessings each day gives you!

Thanks for the friendship, chuckles and giggles, and smiles. Each of you is a key part of the joy in our lives!