

2023 Annual Report

of the

Tri-Valley Pickleball Club





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Message from the President

The Tri-Valley Pickleball Club (hereafter referred to as TVPC) is proud to present this Annual Report to club members, stakeholders and sponsors.

History:

The board of the TVPC first met in October 2021 and began its organizational work. The TVPC membership drive started at the end of February 2022 with 80+ players joining that first weekend. As the game became increasingly popular among the general population, membership increased at an astronomical rate. The TVPC was mimicking national trends in player growth and as of November 20, 2023, club membership stands at 575 and counting.

Inspiration:

Formed as a non-profit social club, the overall philosophy was to grow the available facilities for play, present the game to anyone interested in pickleball, provide members with organized social and skill-development activities, and improve their physical and mental health.

Cooperation:

The TVPC is working with all Tri-Valley municipalities to grow the game.

With the LARPD (Livermore Parks and Recreation Department): Four semi-permanent nets were obtained and put in place at May Nissen Park and the pickleball lines were painted orange instead of black, Jack Williams Park had one additional court added to an existing tennis court, and two new gates were installed at the Livermore Downs Park to improve ingress and egress for players.

With Pleasanton Parks and Recreation: We were instrumental in the court development of Muirwood Park and participated in the Ribbon Cutting Ceremony with Mayor Karla Brown. Discussions continue with more of the city plans to provide more courts.

With Dublin Parks and Recreation: We were consulted by the City of Dublin with the implementation of four new courts at Don Biddle Park.

Commercially, the TVPC assisted with the Sports Basement Picklefest and a corporate event through Fit City, providing a group of instructors to teach and train players wishing to improve their games.

Appreciation:

The TVPC wishes to thank each and every volunteer that helped make our events run smoothly and efficiently. Without volunteer help, the TVPC would not be able to provide the quality and quantity of events that our fellow members deserve. Thanks Again and Well Done!

Sincerely,

Kirby Wong



Vision and Mission

These are the guiding statements which the board started with in 2021:

Vision Statement:

Pickleball is an established element of the Tri-Valley communities, providing ample opportunities for adults to learn, play and enjoy the sport.

Mission Statement:

Our mission is to grow the game of Pickleball for all ages and abilities by offering social events, developing player skills, and ensuring dedicated facilities in the Tri-Valley.

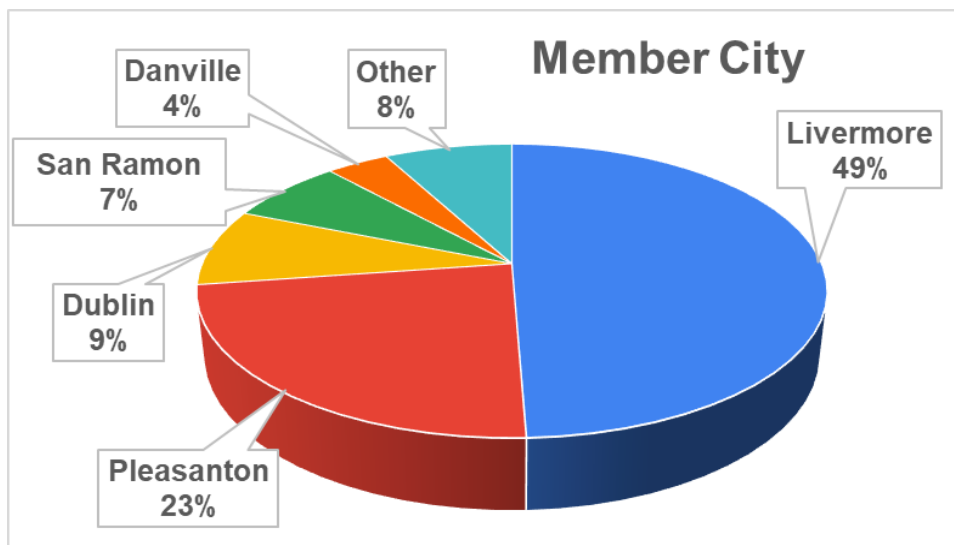
Membership Update

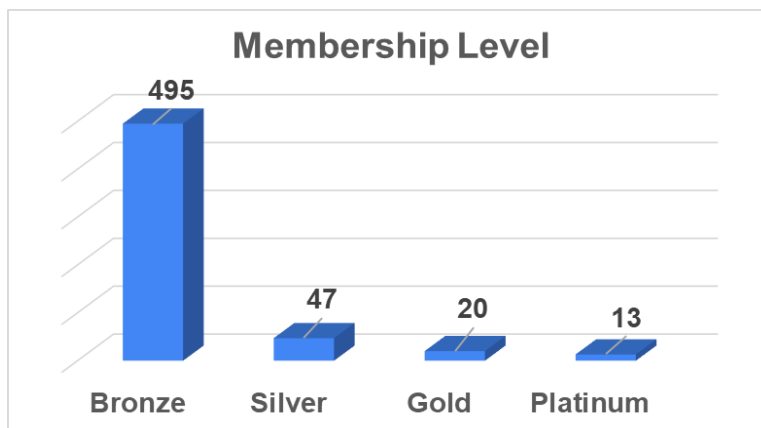
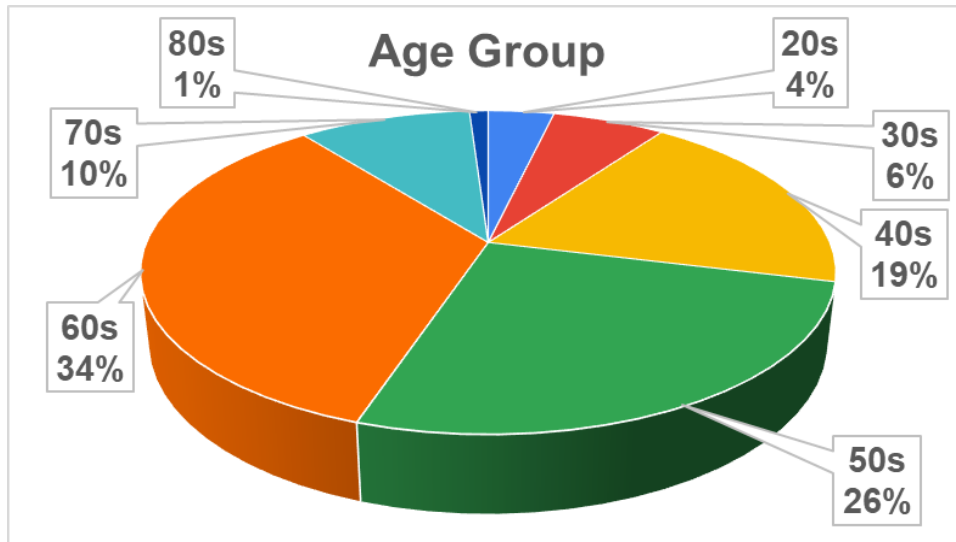
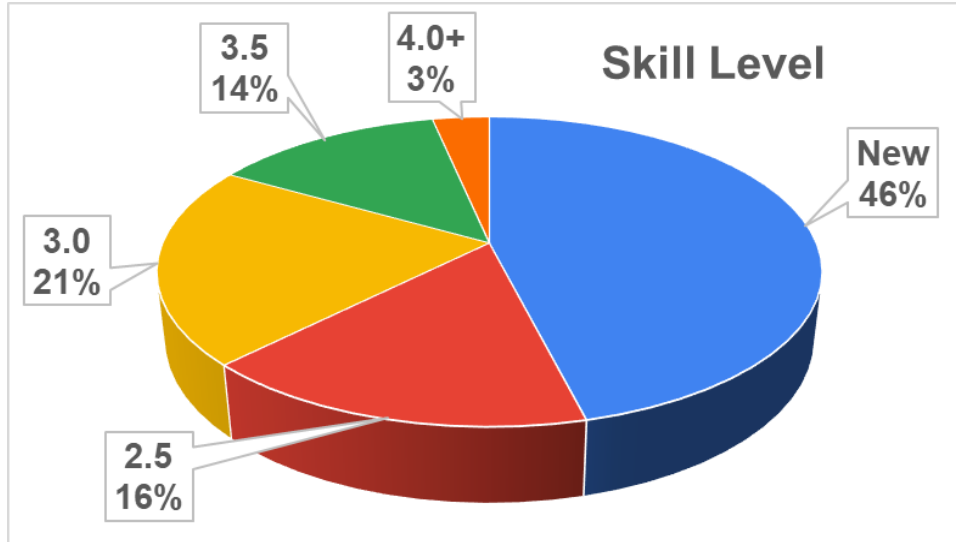
The following information is based on the 575 active members of the TVPC as of November 20th, 2023:

Growth:



Demographics:





Programs and Services

WhatsApp TVPC Groups:

- TVPC Play groups were created for players to coordinate play. There are beginner / intermediate groups and intermediate / advanced groups for Livermore Downs, May Nissen, San Ramon, Dublin, and Muirwood. This is a great way to see when and where players are playing.
- TVPC Announcements group was created for board members to announce upcoming activities and events.
- TVPC Social group was created so players would have a place to share pictures, stories, and other miscellaneous information. This was also created so that the play groups would be used solely for play times.
- TVPC Swap Meet group was created for members to buy and sell pickleball items.

Introductory Clinics:

The TVPC put on 10 different introductory clinics for new players throughout 2023. We trained over 350 pickleball enthusiasts, and many of them became members of the club. In addition to the club's intro clinics, our members taught 12 different 101 clinics through the LARPD. Approximately 300 individuals were taught at these clinics throughout the year, with many of them joining the club as well. Both of these intro clinics will continue in 2024.

Social and Player Development Activities:

Pickles and Pastries: This was the club's first social of the year. It's a fun spring event where members can play together while enjoying club provided pastries and coffee.

Skills and Drills Clinics: This is one of our most popular clinics. Skills and Drills clinics were originally set up for intermediate & advanced players. As it developed, due to its popularity, members of all skill levels signed up to improve their level of play. The instructors personalized groups according to the members needs and interests. We had three clinics in 2023 and plan to continue with more in 2024.

Hot Dogs and Chips: This social kicked off the start of the baseball season. Members of all ages and levels got together to play in a fun competitive way. The club provided hot dogs, chips and drinks for this popular event.

Round Robin Tournament: This was our first tournament this year and was for club members only. It was for all skill levels that allowed players to play everyone in their age group and skill level. There were 80+ members that participated in this event.

InterClub Socials: These organized socials were mini tournaments with other clubs. We participated with Bay Club in Pleasanton, Trilogy in Brentwood, and Livermore Valley Tennis Club in Livermore. It was a great way to meet people from other locations with fun competition.



Friday Night Socials: These are events which we host once a month from May through September. It is a potluck where members bring a dish to share, come to socialize, and play some pickleball. It's a great way to meet other members as well as play with friends.

Friday Night Happy Hour: This is an ongoing social event that was started this year by one of our members. They wanted a club event for people who worked all week and just wanted to get together and play on Friday evenings after work. This has become a very popular social event.

Service Champions Tournament: This tournament has been a tennis tournament for years that is a fundraiser for no-kill animal shelters. The TVPC was asked to run the pickleball portion which was included in this tournament for the first time and was very successful.

Harvest Crush Tournament: This was our 2nd Annual National Tournament. This year we had 166 participants from throughout California. This is the club's biggest fundraiser and was once again extremely successful with all age and skill levels represented.

Club Championship: This was the club's final tournament of the year and was only open to members. The tournament had all skill levels and was separated by age groups. It was well attended by 100+ players and a great way for newer and tenured members to play in a fun competitive manner while meeting other members.

Volunteer Appreciation Dinner: TVPC hosted a catered dinner at the Odd Fellows Hall in Livermore to appreciate all the people that volunteered their time and efforts to the club throughout the year. These volunteers are what makes our club successful and as Kirby mentioned, without them we wouldn't be able to provide the events and activities that we currently do.

Training Blogs: One of our club members continued his Training Blog and posted many different articles and perspectives for fun and informative pickleball reading.

League Play: This year, members expressed interest in starting a pickleball league. After a lot of planning in 2023, we will be starting a members only pickleball league in early 2024. This league will last 4 weeks and will be held at May Nissen Park. Stay tuned for more details to be rolled out soon.

Holiday Dinner: We will be hosting our 2nd annual holiday dinner at the Odd Fellows Hall in Livermore for members this year. This is a fun festive potluck party where members are asked to bring a dish to share with a beverage and come celebrate the holidays. This is a wonderful way to socialize with fellow pickleball players.

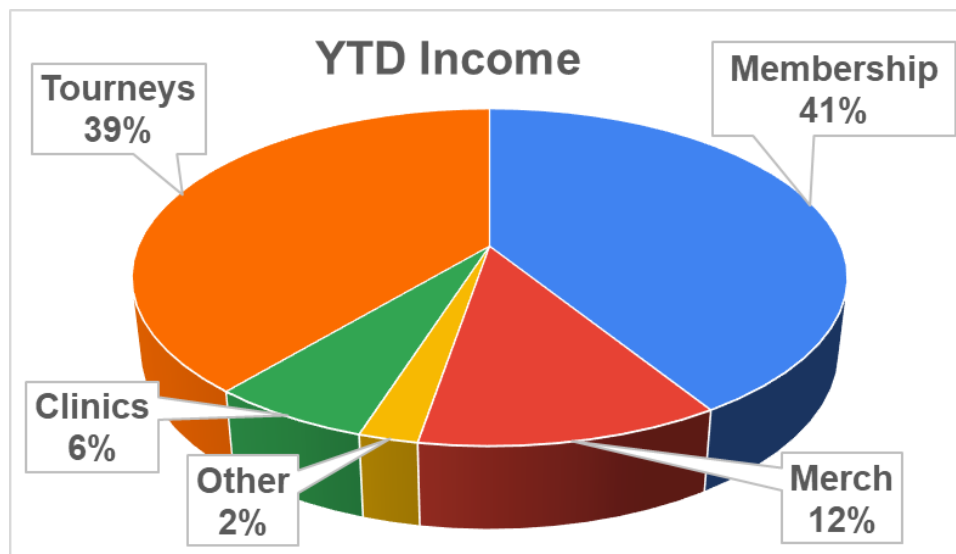
Financials

Overview:

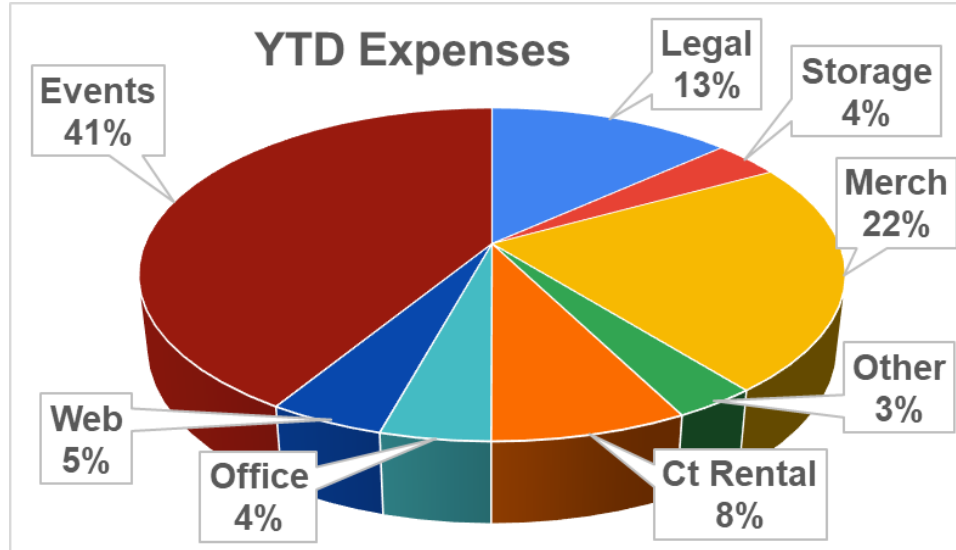
Thanks to our members, TVPC is sound financially and has the resources to continue to provide the various activities and events that we all love. As mentioned earlier, the club started the year with 238 members and as of this writing we sit at 575 members with no indications that growth is slowing. As of this writing the club's current cash balance is \$36,438. Your club continues to have no debt.

Income and Expenses:

Our Y-T-D (Year to Date) income is \$45,822. The most significant revenue comes from memberships. Additionally, tournaments, introductory clinics, and merchandise sales also contribute. See the chart below for revenue category breakdown.



Our Y-T-D expenses are \$21,339 which comes from the cost of events (mostly tournaments), merchandise and court rentals. Additionally, the club incurred legal fees in order to migrate from a 501(c)(7) to a 501(c)(3) organization. When complete, this will allow tax benefits to our members along with providing more options for income. We expect additional legal and accounting expenses while we complete the conversion to 501(c)(3). The Board strives to keep all costs as low as possible. See chart for expense category breakdown.



2024 and Beyond:

We are excited that 2024 will allow the club to continue to support more events such as League Play, Skills & Drills sessions, tournaments, and our many social events. Indoor events are also being considered. Additionally the club will continue to assist in providing supporting funds to cities for pickleball facilities when it makes sense.

Recently we increased the benefits of the Silver, Gold and Platinum membership categories. We hope that our members will consider this with their renewals.

Board Members

President:	Kirby Wong
Vice President:	Robert Beanland
Secretary:	Lori Dorsey
Treasurer:	Roger Lamb
Merchandise and PR:	Larry Bird



Robert Kirby Lori Roger Larry