

2024 Annual Report

of the

Tri-Valley Pickleball Club





Table of Contents

Message from the President.....	3
History:.....	3
Inspiration:.....	3
Cooperation:.....	3
Appreciation:.....	3
Vision and Mission.....	4
Vision Statement:.....	4
Mission Statement:.....	4
Membership Update.....	5
Demographics:.....	5
Programs and Services.....	7
WhatsApp TVPC Groups:.....	7
Social Media:.....	7
Committees:.....	7
Introductory Clinics:.....	8
Social Activities:.....	8
Player Development Activities:.....	8
Donations:.....	9
Corporate Events:.....	9
TVPC Celebrations:.....	9
Leagues:.....	9
Financials.....	11
Overview:.....	11
Income:.....	11
Expenses:.....	12
Cash Balance:.....	12
2025 and Beyond:.....	12
Board Members.....	13
President: Kirby Wong.....	13
Vice President: Robert Beanland.....	13
Secretary: Lori Dorsey.....	13
Treasurer: Roger Lamb.....	13
Merchandise and PR: Larry Bird.....	13

Message from the President

The Tri-Valley Pickleball Club (hereinafter referred to as the TVPC) is proud to present this Annual Report to club members, stakeholders and sponsors. 2024 was an epic year highlighted by increased membership, the addition of leagues, increased social events, larger participation in tournaments and creating a larger social media presence.

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. TVPC has mimicked national trends in player growth and as of December 31, 2024, active membership stands at 637 and counting.

Inspiration:

Formed as a non-profit social club - 501(c)(7) - 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. The club mission and vision remained the same but it became evident that the club status as a social club, per Internal Revenue Service rules, was quickly becoming inadequate and limited growth. The board of directors decided to transition to a 501(c)(3) status, or a public charity, with the Internal Revenue Service. Donations made to the TVPC are now tax deductible which will assist in advancing the club mission and vision.

Cooperation:

The TVPC is constantly trying to grow the game in this region. The courts in Livermore, Pleasanton, Dublin and San Ramon have seen exponential growth in players and increased demand for facilities. Recently, the TVPC consulted with Las Positas College in their efforts to bring outdoor courts to their campus. Club leadership constantly engages with municipal and private entities to bring additional pickleball experiences to the citizens of the Tri-Valley.

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.

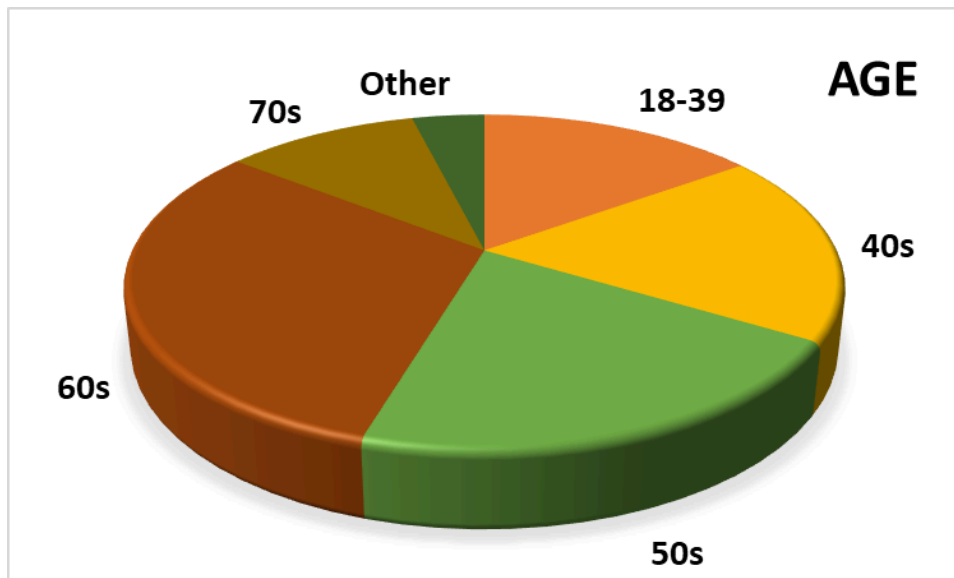
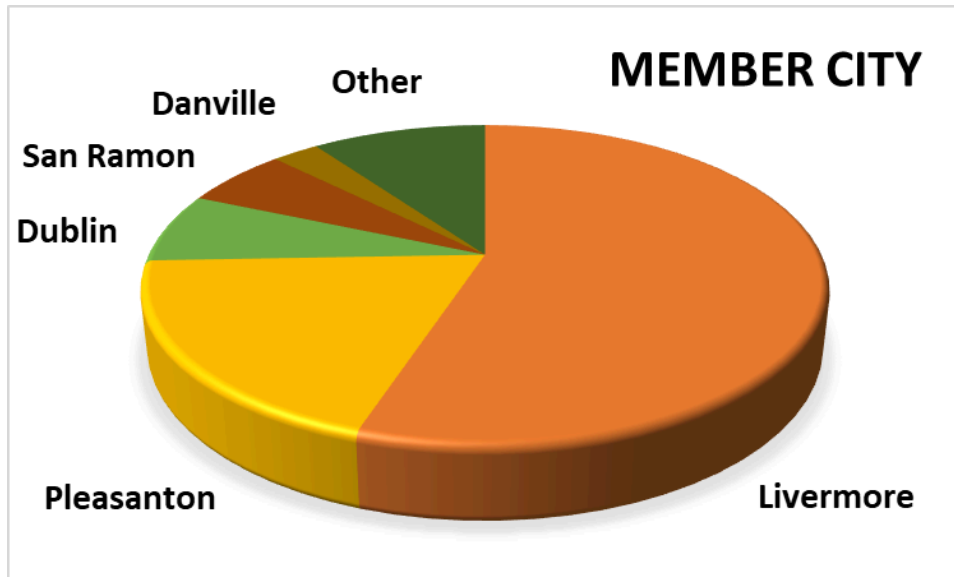
Mission Statement:

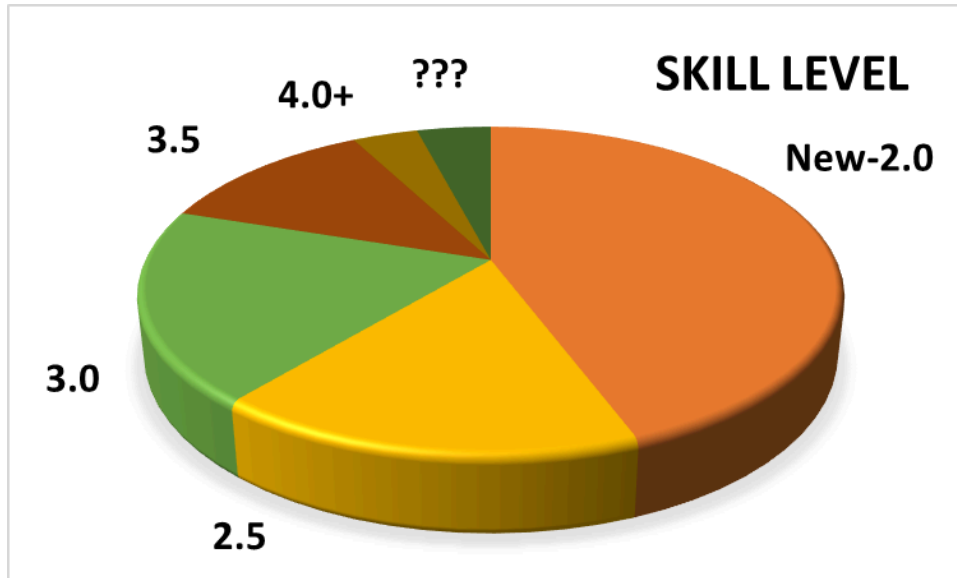
Our mission is to grow the game of Pickleball for all ages and abilities by offering social events, developing player skills, and ensuring dedicated facilities in the Tri-Valley.

Membership Update

The following information is based on the 637 active members of the TVPC, as of December 31st, 2024:

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.

- The TVPC Announcements group was created for board members to announce upcoming activities and events.
- The 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.
- The TVPC Swap Meet group was created for members to buy and sell pickleball items.
- Pickleball Player Numbers was created to keep track of players at different facilities. This information is used in our discussions with all municipalities and other agencies..

Social Media:

Our social media involvement has been very instrumental in broadcasting our club tournaments and social events on Facebook, TikTok and Instagram. This has made a big difference in promoting our club.

Committees:

Activities

- Donations
 - Seeks out businesses to get donations for our tournament raffle baskets.
- Volunteers
 - Communicates with members to get volunteers to help with all our activities and tournaments
- Socials
 - Identifies creative and fun activities for our members to enjoy
- Events
 - Helps with organizing, purchasing needed supplies, making a timeline, helping setup and takedown

Business Sponsors

- This is a new committee that will be spearheading the recruitment of new business sponsors for the club

Memberships

- Keeps track of all our memberships and renewals

Introductory Clinics:

The TVPC put on 10 different introductory clinics for new players throughout 2024. 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 Livermore Area Recreation Park District (LARPD). Approximately 300 individuals were taught at these clinics throughout the year, with many of them joining the club. Both of these intro clinics will continue in 2025.

Social Activities:

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

InterClub Socials: These organized socials were mini tournaments with other clubs in the Bay Area. It was a great way to meet people from other locations with fun competition.

Friday Night Socials: These were monthly potluck and play events hosted from May-Sept. Members brought a dish to share, played pickleball and mingled with other members.

Happy Hour Socials: These were club events that were started this year so members could play pickleball and go to wineries after in order to have fun while supporting local businesses.

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

Player Development Activities:

Skills and Drills Clinics: This was one of our most popular clinics throughout the year and was developed for all levels of play. The instructors personalized groups according to the members' needs. We had three clinics in 2024 and plan to continue them in 2025.

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

Round Robin Tournament: This was our first tournament of the year for club members of all skill levels. Over 80 members participated in this event.

Service Champions Tournament: This tournament is a fundraiser for no-kill animal shelters. TVPC ran the pickleball portion of this tournament for the 2nd year.

Harvest Crush Tournament: This was our 3rd Annual National Tournament. This year we had over 200 participants throughout California. This is the club's biggest fundraiser and was once again extremely successful with all ages and skill levels represented.



Club Championship: This was the clubs final tournament of the year for members only. It was well attended by over 100 players and all skill levels were represented.

Donations:

Throughout the year, TVPC has donated to the following Charities:

- Service Champions Tournament
- Reigns in Motion
- Livermore High School Softball Tournament
- Livermore High School Alumni Association
- LARPD Foundation Annual Fundraiser Dinner

Corporate Events:

Throughout the year, TVPC has put on corporate events for the following:

- Clorox
- Vuori

TVPC Celebrations:

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.

Holiday Dinner: We hosted our 3rd annual holiday dinner at the Palm Event Center in Pleasanton. This was a fun festive event which included food, a magician, photo booth, silent auction and dancing.

Leagues:

Member Recommendation: After lots of interest and input from our members, pickleball leagues were initiated early this year at May Nissen Park.

Initial Leagues: The first league, which started at the end of 2023, was for individuals. This was the first league and was used to “shake out” the process for future leagues. Following this league a mixed league was held for teams. Again, there was great support by the members in spite of the rain causing many reschedules.

U40 League: Some of the younger members in the club expressed an interest in a weekday, afterwork league. The club reached out to members to see if there was interest and the registration filled up with 32 members in less than 48 hours. The league was very successful and a 2nd session filled up in 24 hours. This was also a success in bringing younger players to the games and gaining more members for the club.

Financials

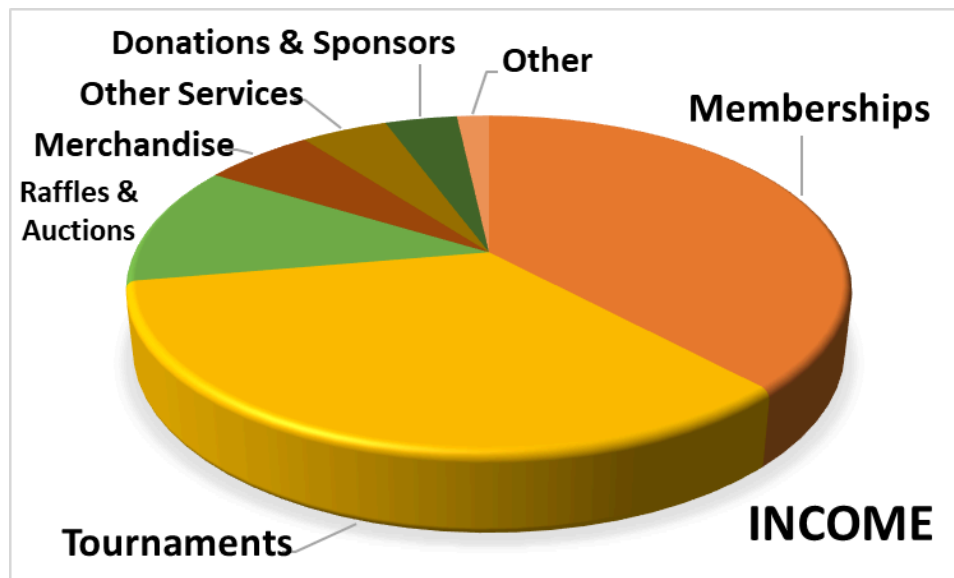
Overview:

Your club continues to be financially sound, with no debt, and with the resources to continue to provide the various activities and events we all love. As mentioned earlier, the club started the year with 576 members and as of December 31st, we sit at 637 members with no indications that growth is slowing.

A number of new options were introduced in 2024, including adding PayPal (which includes Paypal, Venmo, Apple Pay, Credit Card, and Debit Card) as a payment option, and creating 3 year membership options at a discount. The club also started making Corporate Sponsorships available for companies who wish to offer their goods and services to club members. Additionally, the club was paid to manage special events (such as Pickleball classes and mini-tournaments) for companies such as Clorox and Vuori. We look forward to additional enhancements as we plan for 2025.

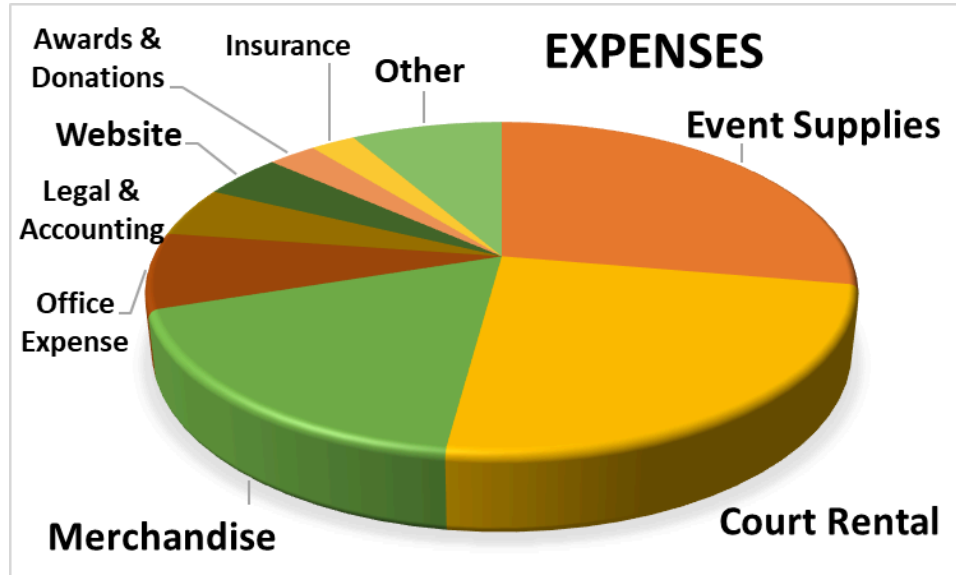
Income:

The club's income for 2024 was \$77,172. The most significant revenue came from memberships, tournaments, and our raffles and auctions. See the chart below for revenue category breakdown.



Expenses:

Club expenses for 2024 were \$40,596. The expense breakdown includes event supplies and materials, court rentals, merchandise and other expenses such as liability insurance, website, office expenses, and legal and accounting fees. See the chart below for a breakdown of the club's expenses.



Cash Balance:

The club's cash balance as of December 31st is \$33,220 with an additional \$50,308 in short term CDs.

2025 and Beyond:

We are excited that 2025 will allow the club to continue to support more events such as additional League Play, Skills & Drills sessions, tournaments, and our many social events. Indoor events are also being considered if a venue can be made available. Additionally, the club will continue to assist in providing supporting funds to cities for pickleball facilities when appropriate.

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