



## **HISTORY**

We're famous for a reason....

It all started with the original group of about 4. Playing at 3rd & Fir on basketball courts enhanced and modified by the Sequim Sunrise Rotary.

That social group grew and those rough little courts started getting crowded.

Some of that group found themselves sitting around a kitchen table one day saying, "We need courts. WE need to build them - if not us, who? If not now, when"... we're all getting older!

The PFC was formed in December 2014 and created sub-groups to select a site, raise funds and design and build the courts.

They started having conversations with the city about the parks master plan and gained the support of the City Council and Mayor through presentations at City Council meetings. By October 2015 they developed a fundraising and marketing plan. They picked a site, decided on a design, determined the financial goal and rallied the troops.

They partnered with SFA so they could use their 501(c)3 status to provide tax deductions to the donors, set up bank accounts to manage the money and engaged a local CPA and Attorney to support the fundraising efforts.

Somewhere in there they registered as a non-profit organization with the State of Washington, submitted their operating agreement and by-laws, had the first election and seated their first board. And the SP website was born.

Then the fun begins!

Over the next 2 years they did anything and everything to raise money for our courts. They started with seed money donated by the PFC members and created different levels of donations along with different levels of recognition at the courts. They created materials and trained a room full of volunteers (twice) to tell the SP story and ask for money.

They spread the word far and wide - the activity included:

- Signed up new members.
- Hit up existing players to join at higher medal levels. Asked their friends and neighbors.
- Went door to door with businesses.
- Presented the SP story anywhere they could - Elks, Rotary, City Council, County Commissioner meeting.
- Sold cases of popcorn at the ferry docks and in front of Walmart.
- Sold Breakfast at Applebees
- Worked for the Sequim Lavender Festival for a donation and had a booth for 3 years selling raffle tickets
- Set up information booths at local events
- Set up a Gofund me account.

They spent hours researching and applying for grants, telling the SP story about this great sport for all ages, the impact on the community and how we wanted to build a valuable recreational asset in Clallam County

Still, they fell short of our goal. They were pedaling as fast as they could, using up hundreds of volunteer hours getting well known in the community, and still had a huge gap and a worn out club.

Then they got the call. In Jan 2017 An anonymous donor said they would pledge up to \$10,000 if the SP Club established a long term plan for incentive, reward and fairness to those who contributed to building the courts. Again, if not us, who? If not now, when? We're all getting older!

An epic campaign was launched with the energy and spirit of an olympic sports event - daily updates of education, persuasion and goal status went to the totally engaged, excited membership who opened up their checkbooks and dove in. In two short weeks they raised \$60,000 and met the goal.

It took almost another year before they had final plans for the courts, a signed contract with the City and wrote a check for almost \$225,000 to get things started.

Site construction started in August 2017 and they opened those beautiful courts in June 2018. They completed the project and fulfilled the dream.

In the last year or so the SP have grown to over 200 members, formed the PCOC (Pickleball Court Operations Committee) to manage day to day court operations, held a

number of open member meetings, set up countless business practices, policies and financial processes, built a shed, held two spectacular tournaments and introduced the sport to dozens of new novices. The SP leadership is doing their best to accommodate the diverse skill set and requirements of the club's growing membership - social and competitive alike.

This group shows what power there is in a small rural community and having a common love for a cause - for us that's pickleball. This board wants to thank you for your membership, fellowship, support, your dedication and for showing up to play.

As a reminder, we are a 501(c)3 - the money given to the club through membership fees are donations. The money donated now goes into a capital fund. A budget is created every year to manage the operations of the club with the remainder going in the capital fund. A certain amount is pulled each month so by the time we get to about the 5 year mark, we'll have the money we need for maintaining the lines, surface and nets if necessary - estimated at about \$25,000. We do not own the courts, the courts belong to the city, a gift from this generous club.

## **Strategic Plan**

On a final note, there is a bright future for this club. The SP strategic plan was created by the board before us. It showcases our vision, mission and strategic objectives. This year's board was pretty busy with settling into new courts, managing a fast growing club and running a couple of regional tournaments, so we did not get a chance to map out much of the future. We will look forward to the next board taking advantage of this plan and creating projects and activities that take the Sequim Picklers into the next several years.