



PRESCOTT PICKLEBALL ASSOCIATION

**STRATEGIC PLAN
2025 – 2028**

PROPOSAL

FEBRUARY 24, 2025

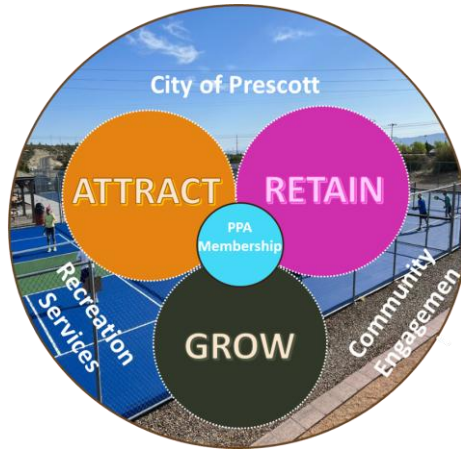


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Letter from the President

The Prescott Pickleball Association (PPA) was organized in 2016 to develop a private/public partnership with the City of Prescott and Yavapai County to build a public pickleball complex. In 2017, funds were raised, and courts were built and opened to the public. Since then, PPA has grown to over 800 members and sponsors events, round robins, classes and tournaments. The pickleball complex enhances the amenities of our city.

In 2024, the PPA embarked on a Strategic Planning process. The Strategic Plan document was made with the goal of developing a three-year plan for PPA. The plan incorporates both financial and organizational goals within a three-pillar process, which will continuously improve the programs and pickleball complex. The plan contains specific action items that will be monitored and evaluated by PPA over the next three years.

Thank you to all who have participated in the development of this thoughtful and comprehensive document. Thank you, in advance, to all who will help to implement the plan. A special thanks to Mary Crum, Jovian Morrissey, Joe Reilly, Zack Caldwell, Dawnell Muecke, Karen Eads and Steve Anderson for their leadership and efforts to facilitate the plan.

Judi Mackey
PPA President 2024 - 2026

Mission

The mission of the Prescott Pickleball Association (PPA) is to welcome residents and visitors of all ages and abilities to participate in recreational and competitive pickleball play at the public courts through activities that will enhance the fitness and well-being for the entire community. The PPA is supported by membership in the association and energized by community support through donations.

Vision

We will be the model for private/public cooperation making pickleball accessible to all by creating a positive pickleball experience in the Quad Cities.

Values

Sportsmanship, Accountability, Volunteerism, Generosity

2025 – 2028 Strategic Plan

Introduction

Welcome to the Prescott Pickleball Association's Strategic Plan 2025-2028. This document was developed to assist the Board of Directors' decision-making processes as well as prioritize activities and resources over the next three years. This updated Strategic Plan will enable PPA to implement more programs for members, capital improvements, court schedules that balance public and private use, tournament plans and events that are fun and entertaining.

Background and New Plan

The 2018 – 2021 Strategic Plan focused on continuous improvement, fundraising, increasing volunteers, and expanding programs. Recognizing the need to retain, attract and grow our membership, the Board of Directors voted in 2024 to establish a committee to develop a new Strategic Plan. The committee's remit was to:

- Understand what our members wants and needs are
- Understand what other clubs do to enhance their member's playing experience
- Identify Strategic Priorities
- Recommend a set of Action Items to the Board and assist with Implementation Tasks

Member Survey and Best Practices

A Member Survey was conducted in November 2024. Most respondents want:

- More opportunities to play in organized competitive and social groups
- A player rating evaluation program
- More lighted courts to increase evening play opportunities

Several local and regional Pickleball clubs were interviewed. Best practices include:

- Marketing and Communication strategies to keep members and visitors engaged and informed
- Strong partnerships with municipal and community groups
- Use of Court Reserve to register for organized play

Conclusion

Using the PPA's Mission, Vision and Values statements, along with the results of the Member Survey and understanding of best practices utilized by other successful clubs, the Strategic Plan committee created three focused Strategic Priority Pillars, each with a set of action items. The three Pillars are:

Membership

Play Opportunities

Community



Strategic Pillars and Action Items

Membership

PPA's current demographic is primarily 50+. By utilizing our facilities more effectively and creating more play opportunities, we hope to engage a greater number of our members in our organized play and social events. We will strive to attract a more diverse demographic that will enhance the play experience for all members. To ensure that we meet this goal, action items include:

- Update look and feel of the PPA Website
- Increase PPA's social media presence
- Robust and specific recruitment and onboarding of new members
- Improve communications with our community

PARKING SPACES		PROPOSED SPACES
AREA	EXISTING SPACES	
CL SWF LOT	45	6
CL SWANLOT LOT	17	17
CL PARK LOT	19	19
PROPOSED LOT	45	76
TOTAL	111	119



PROPOSED PICKLEBALL COURTS



Strategic Pillars and Action Items

Play Opportunities

Survey responses overwhelming indicated that our members want more play opportunities. Players enjoy our organized competitive and social play offerings. They are eager to engage in tournament play and social events. Players also have indicated a strong desire for PPA to offer a Player Rating Evaluation program. To ensure that we meet this goal, action items include:

- Increase play opportunities through additional day and evening programming
- Implement a Player Rating Evaluation program, administered by PPA and City approved instructors
- Evaluate use of Court Reserve app for player registration
- Partner with City of Prescott Parks and Recreation to secure four additional lighted courts

Strategic Pillars and Action Items

Community

Community engagement is an essential component of the Strategic Plan. The aim is to foster a sense of belonging and active participation among members and the local community. By leveraging partnerships with municipal and community groups, the club can offer a range of programs and events that cater to diverse interests and needs. The focus will be on creating inclusive, accessible, and enjoyable experiences for all, thus strengthening the community and enhancing the club's overall impact. Action Items include partnering with:

- K-12 schools, YMCA and Boy's and Girl's Clubs to offer pickleball programs
- Embry Riddle and Yavapai college to promote membership and play opportunities
- Adult service groups (i.e., police and fire, veterans) to offer programming that meets their interests and needs



Next Steps

	Owner	Target Date (2025)
Board of Directors presentation and vote	Strategic Plan Team	February 24
Assignment of Board & Strategic Plan Leaders to each Pillar	Board & Strategic Team	March 3
Identify initial Action Items & associated tasks	Pillar / Action Item Owners	March 17
Recruitment of Volunteers for each Action Item	Pillar / Action Item Owners	March 24
Begin Implementation of Action Items	Pillar / Action Item Owners	April 7
Progress report (at Board Meeting)	Board Lead	April 11
Progress report (at Board Meeting)	Board Lead	May 9
Progress report (at Board Meeting)	Board Lead	June 13
Progress report (at Board Meeting)	Board Lead	July 11

Addendum 1: Strategic Planning Committee Members

Mary Crum – Chairperson

Jovian Morrissey

Joe Reilly

Dawnell Muecke

Judi Mackey

Karen Eads

Steve Anderson

Zack Caldwell

Addendum 2: Implementation Matrix

Example for illustration purposes only

Membership								
Action #	Action Item	Priority	Start Date	Completion Date	Board Lead	SP Lead	Members	Comments
1	Update look and feel of the PPA Website							
1a								
1b								
2	Increase PPA's social media presence							
2a								
2b								
3	Robust and specific recruitment and onboarding of new members							
3a								
3b								
4	Improve communications with our Community							
4a								
4b								

Addendum 2: Implementation Matrix

Example for illustration purposes only

Play Opportunities								
Action #	Action Item	Priority	Start Date	Completion Date	Board Lead	SP Lead	Members	Comments
1	Increase play opportunities through additional day & evening programming							
1a								
1b								
2	Implement a player rating evaluation program							
2a	identify evaluation program and evaluators							
2b	incorporate evaluation option into existing RR Guidelines							
2c	Communicate evaluation program to membership							
3	Evaluate use of Court Reserve app for player registration							
3a								
3b								
4	Secure 4 additional lighted courts							
4a	develop partnership with City							
4b	obtain Board & Membership approval							
4c	Create and execute a fundraising effort							

Addendum 2: Implementation Matrix

Example for illustration purposes only

Community								
Action #	Action Item	Priority	Start Date	Completion Date	Board Lead	SP Lead	Members	Comments
1	Partner with K-12 schools, YMCA and Boys & Girls Clubs to offer pickleball programs							
1a								
1b								
2	Partner with Embry Riddle and Yavapai College to promote membership & play opportunities							
2a								
2b								
3	Partner with adult service groups (police & fire, veterans) to offer programming							
3a								
3b								