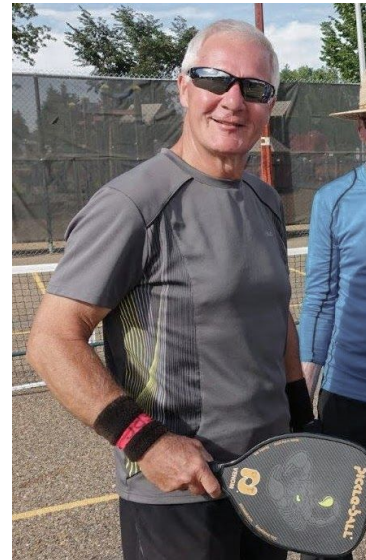


## 20/20 Vision Revisited

In my first President's Message in January 2018, I talked about Pickleball Canada's 20/20 Vision -- our vision of 2020 from 20,000 feet. Keeping with this 20/20 theme, we have truly come a long way having accomplished:

- 20,000+ members from our starting point of 10,000 members at the beginning of 2018
- 200+ affiliated Pickleball clubs, up from 135 Clubs at the beginning of 2018
- 200++ officials listed on the referee register from a starting point of zero
- 20 of the 28 Sport Canada funding criteria completed to enable us to access Funding—currently stalled as Sport Canada reviews these criteria with possible substantial changes coming
- 30 Sanctioned tournaments, up from 14 at the beginning of 2018
- 9 Provinces/Territories affiliated from our starting point of 6 at the start of 2018
- 2020 launch of an Integrated Technology Platform (ITP) (also becoming known as EPIC –Everything Pickleball In Canada) is planned with the project underway with additional modules to significantly enhance and replace the existing Membership Management/website launched in January 2018.
- 2020 Insurance program renewal completed that now has \$5M general liability coverage and \$1M tenants legal liability coverage (up from \$2M and \$0.25M respectively at the beginning of 2018), Directors & Officers coverage now included at a \$2MM coverage level (that didn't exist at the beginning of 2018), expanded Authorized Activities including drop-in play and instructional/coaching.
- 2020 budgeted expenditures are \$300,000 as a significant reinvestment of accumulated funds is anticipated in ITP, Player Support, Youth, and Tournaments, and payment of Insurance costs. The actual expenditures for 2018 totalled \$38,000
- ZERO (yes-- nada, zilch, zip) increase in the \$5.00 Membership Fee since our beginning. No kidding! The reality is that this can't last indefinitely as PCO develops and supports membership programs.



On another matter, the PCO Board has reengaged with the International Federation of Pickleball (IFP) on an active basis with the appointment of Tony Casey as a Director and Officer of the IFP Board. See [https://pickleballcanada.org/docs/Bio\\_and\\_picture\\_Tony\\_Casey.pdf](https://pickleballcanada.org/docs/Bio_and_picture_Tony_Casey.pdf) for a summary of Tony's credentials. The IFP is moving forward with governance and program advancements and it is in PCO's best interests to be part of this.

We've come a LONG way, but the journey continues. With your help, WE CAN DO IT!

Thanks.