

GRANDE PRAIRIE DISC GOLF CLUB

Strategic Growth Plan 2020 - 2023

March 2020

www.gpdiscgolf.ca

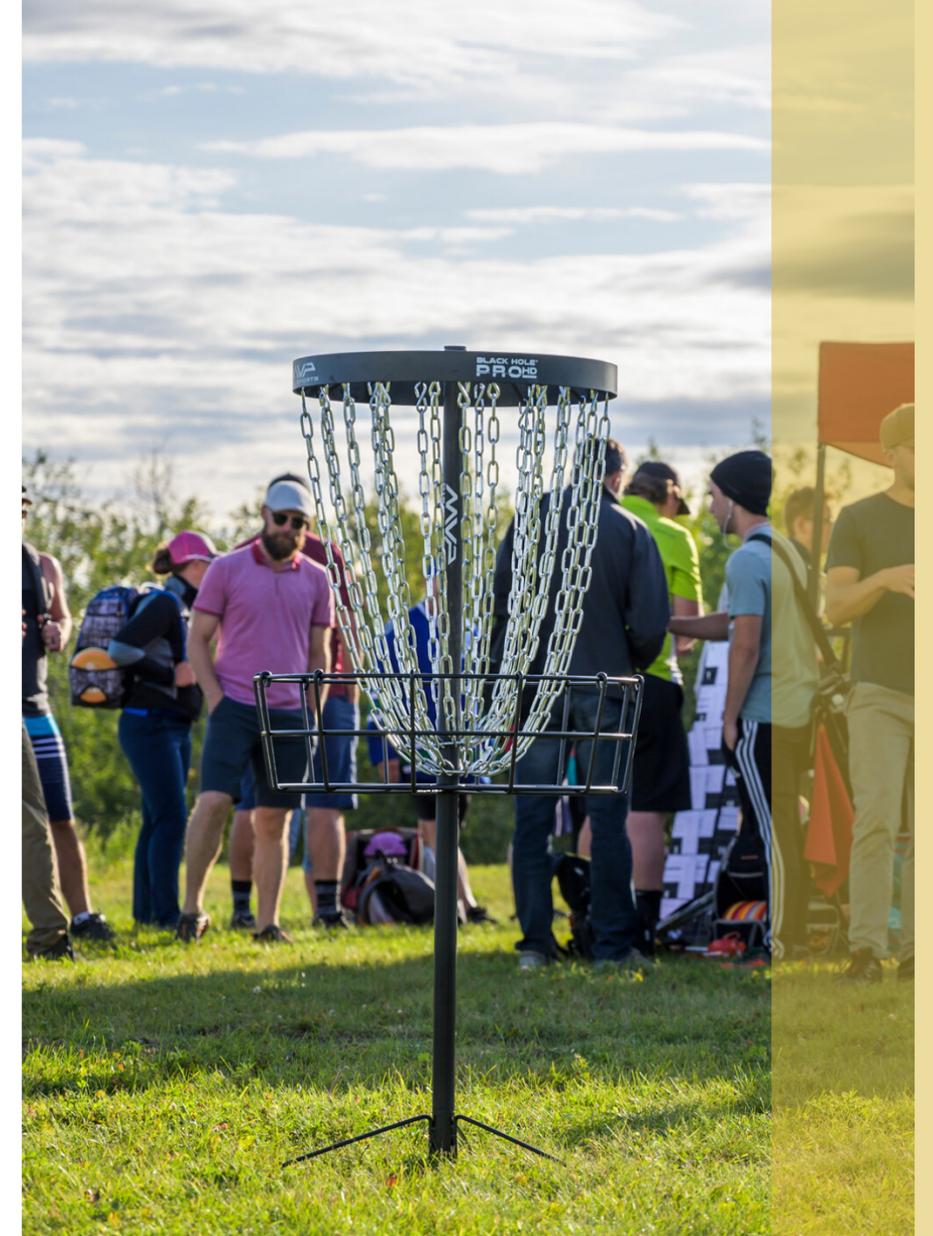




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A Note from the Board

We love disc golf! Watching a disc fly through the air, being out in nature, challenging ourselves, and building friendly rivalries: we love it all. So we want disc golf to be a premium recreation opportunity in our community for generations to come.

The Grande Prairie Disc Golf Club has experienced tremendous success. We have two courses and are building a third. Throughout the spring, summer, and fall these courses receive hundreds of weekly plays. The Club league is well subscribed, and Club tournaments are filling up while receiving great reviews.

To date, much of this growth has been organic. As it continues to grow, the Club requires more concrete direction. Hence the need for a Strategic Plan.



A Note from the Board

In conversation with our Members, we've identified four main goals for our Club. They are to:

- Grow the Sport
- Build our Reputation
- Increase Competition
- Strengthen the Club

In this Plan, we layout a vision to accompany each of these goals. We've also planned for a number of future initiatives and created a three year budget. It's our hope that this Plan will help our Club to focus its energies and better engage with the community.

It should be noted that this Plan is realistic but ambitious. To accomplish it, we will require increased volunteerism and sponsorship. Everything in this Plan is attainable, but only if more members put energy into not just playing but also building Disc Golf in Grande Prairie.

As you read this Plan, we hope you will consider what role you will play in the future of the Club. You might consider directing a tournament, running a league, providing labour on a course, raising some money, running for the Board, or undertaking other tasks.

A Note from the Board

If you do take up a role in the Club, we promise a few things: you'll be well supported by us and other members, you'll build friendships, and you'll make a significant contribution to our community
Thanks for reading this plan and considering how you might take part!



Club History

In 2002, a small group began playing disc golf in Grande Prairie. For a long time, they played an improvised course in Muskoseepi Park. It used light posts as impromptu tone polls.

In 2011, this group, along with some people who were new-to-Grande Prairie, founded the Grande Prairie Disc Golf Club (GPDGC). They quickly got to work looking for land for a disc golf course. Their priorities: a central, high visibility location with potential for a beginner friendly but varied layout.

The City and Canfor gave permission for their land to be used for a disc golf course, and thus Thrill Hill was born. By mid-summer, its early design was complete and the club began playing the course using milk jugs on stakes as target. At this time, most of the grass west of the paved trail was unmowed. Many discs were lost in grass and stinging nettle that was shoulder high in places.



Club History

In 2012, the City agreed to mow Thrill Hill. It also approved and provided a course construction grant. Baskets were installed and the first Swan City Showdown was held. In 2013, tee signs were added to Thrill Hill and it hosted its first weekly league. The course was completed with the addition of concrete tee pads in 2015.

During the design of Thrill Hill, Rudy Falconer the Professional Disc Golf Association Provincial Representative flew up to provide design assistance. With his help, South Bear Creek Park and Evergreen Park were identified as potential locations for future courses.

With the completion of Thrill Hill, the Club identified a need for a course that would offer more challenge to experienced players. It installed tone poles in South Bear Creek Park to start playing test designs that used the north end of the park. However, park development necessitated moving the course further south. Most holes were abandoned and South Bear was redesigned in 2017. In 2018, baskets were installed into their current locations thanks to another grant from the City of Grande Prairie. The design was play tested and refined throughout 2019. Plans are underway to finish the course with the installation of teepads and teesigns in 2020.

In 2019, the Club received permission to build a course in Evergreen Park. To date, we have received approximately \$8000 in grants from the County of Grande Prairie and the Regional Accommodation Destination Marketing Fund. Design and fundraising for this course are currently underway.



Plan Development

During the 2019 AGM, many different ideas for the development of Grande Prairie Disc Golf were discussed. Members expressed enthusiasm to grow the sport and build the club.

Out of this discussion, the board initiated a strategic planning process during the 2019/2020 off season.



Plan Development

The planning process began with a public meeting on October 15, 2019.

At this meeting, potential goals were discussed. The group agreed that most goals fell into three broad categories: [club] reputation, competition, growth.

Many action items were suggested to achieve these goals.

Based on this discussion, the board formulated what it heard into four overarching goals:

Four Growth Goals

GROW THE SPORT

Develop local knowledge and access to the sport.

BUILD OUR REPUTATION

Showcase our sportsmanship and courses to Grande Prairie and beyond.

INCREASE COMPETITION

Help club members grow their skills and compete provincially.

STRENGTHEN CLUB COMMUNITY

Encourage member involvement with course development maintenance and events.

Plan Development

The Board also proposed a series of action items and a budget to support these goals. They formed the basis of this Plan.

Throughout the Plan development, Members were also encouraged to offer feedback on Facebook. Facebook was chosen as an engagement platform because it is the primary method of coordination between Members.

This Plan was presented by the Board at the March, 2020 AGM. It was approved by the Membership at that meeting.

A summary of all Member engagement can be found in Appendix B of this report.

Current Initiatives to Maintain

LEAGUES AND EVENTS

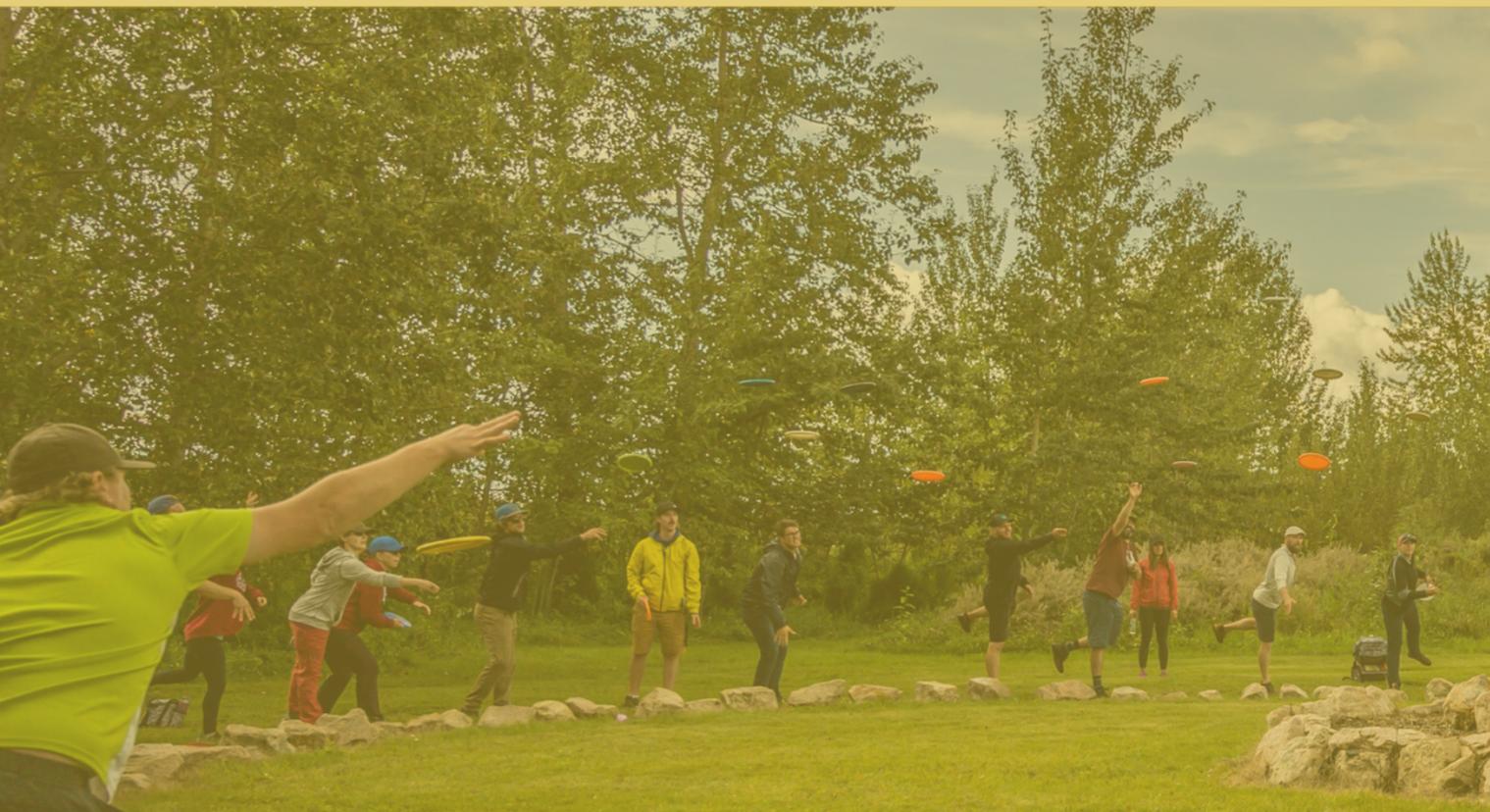
<i>Description</i>	<i>Financial Need</i>	<i>Fund Source</i>	<i>Volunteers Needed</i>
Weekly Social Games	None	Self funded	League coordinator, weekly leaders
Swan City Showdown	\$750 Added Cash	Sponsorship	TD, course captains, social coordinator, sponsorship lead
Powder Cup	None	Self funded	TD, course set up
Putting League	None	Self funded	TD
Try-It Day	\$50	Memberships	Coordinator, helpers
Course Maintenance	\$400	Memberships	Course captain

Grow The Sport : New Initiatives

VISION

Grande Prairie's 3 courses are highly visible and accessible to brand new players. We offer regular disc golf events for children, teenagers and adults. There are regular opportunities for new players to develop competitive skills.

Everyone in Grande Prairie has heard about disc golf and knows how to try it.



Grow the Sport

New Initiatives

<i>Description</i>	<i>Financial Need</i>	<i>Fund Source</i>	<i>Volunteers Needed</i>	<i>Start Year</i>
Annual childrens "league" and teen events	\$500	Fundraising	Coordinators, Instructors	2021
Course welcome sign and re-vamper tee signs	\$1000	Fundraising	Designer, Installation	2020
100 "new player" discs to be given to the community through events	\$1500	Fundraising	Designer	2020
Purchase a pop-up course	\$5000	Fundraising	Fundraise, Order	2020
"Ace Run 9": beginner and kid friendly course	\$5000	Fundraising	Design, Installation, Graphic Design	2022

Build Our Reputation : New Initiatives

VISION

Grande Prairie is known as one of the best disc golf destinations in western Canada. Grande Prairie players are recognized and well received at Alberta tournament events. Within Grande Prairie, disc golf is well known and seen as a great contributor to the community.



Build Our Reputation

New Initiatives

<i>Description</i>	<i>Financial Need</i>	<i>Fund Source</i>	<i>Volunteers Needed</i>	<i>Start Year</i>
Create a tour shirt for interested players.		Fundraising	Design, order	2020
Get info into Connections and other community guides (Link Website)		N/A	Project lead	2020
Club puts together a volunteer team for 2+ non disc golf community events.		N/A	Coordinator, volunteers	2021
Create a "try disc golf day" for community influencers	\$300	Membership	Organizer, head recruiter	2021
Add recycling bins to local courses	\$11,300	Grants	Project lead, volunteers	2020

Increase Competition : New Initiatives

VISION

Grande Prairie has 3+ fully developed courses which provide fair challenge to all skill levels. There is a thriving league and tournament scene with over 100 local, regular competitors. Grande Prairie hosts annual events which attract players from across western Canada.



Increase Competition

<i>Description</i>	<i>Financial Need</i>	<i>Fund Source</i>	<i>Volunteers Needed</i>	<i>Start Year</i>
South Bear Teepads	\$5000	Fundraising	Tee pad lead, labour	2020
Build Evergreen	\$25,000	Fundraising	Designer, construction lead, labour	Ongoing
Create a weekly competitive league	None	Self funded	League coordinator, weekly leads	2020
Trophy Series: 3 x 1 day PDGA Sanctioned events	None	Self funded	TD, volunteers	2020
Skills Development Clinic	\$250	Memberships	Promoter, instructor	2021
Convert Swan City Showdown to PDGA B-Tier	\$750	Sponsorship	TD, sponsorship lead	2020
Host Provincials or Nationals	\$2500	Sponsorship	TD, sponsorship lead, volunteer lead	2022

Strengthen the Club : New Initiatives

VISION

The GPDGC sells over 100 memberships annually. Non-members are regularly invited to support the club financially or as volunteers. There is a deep bench of people willing and able to organize events and care for our courses.

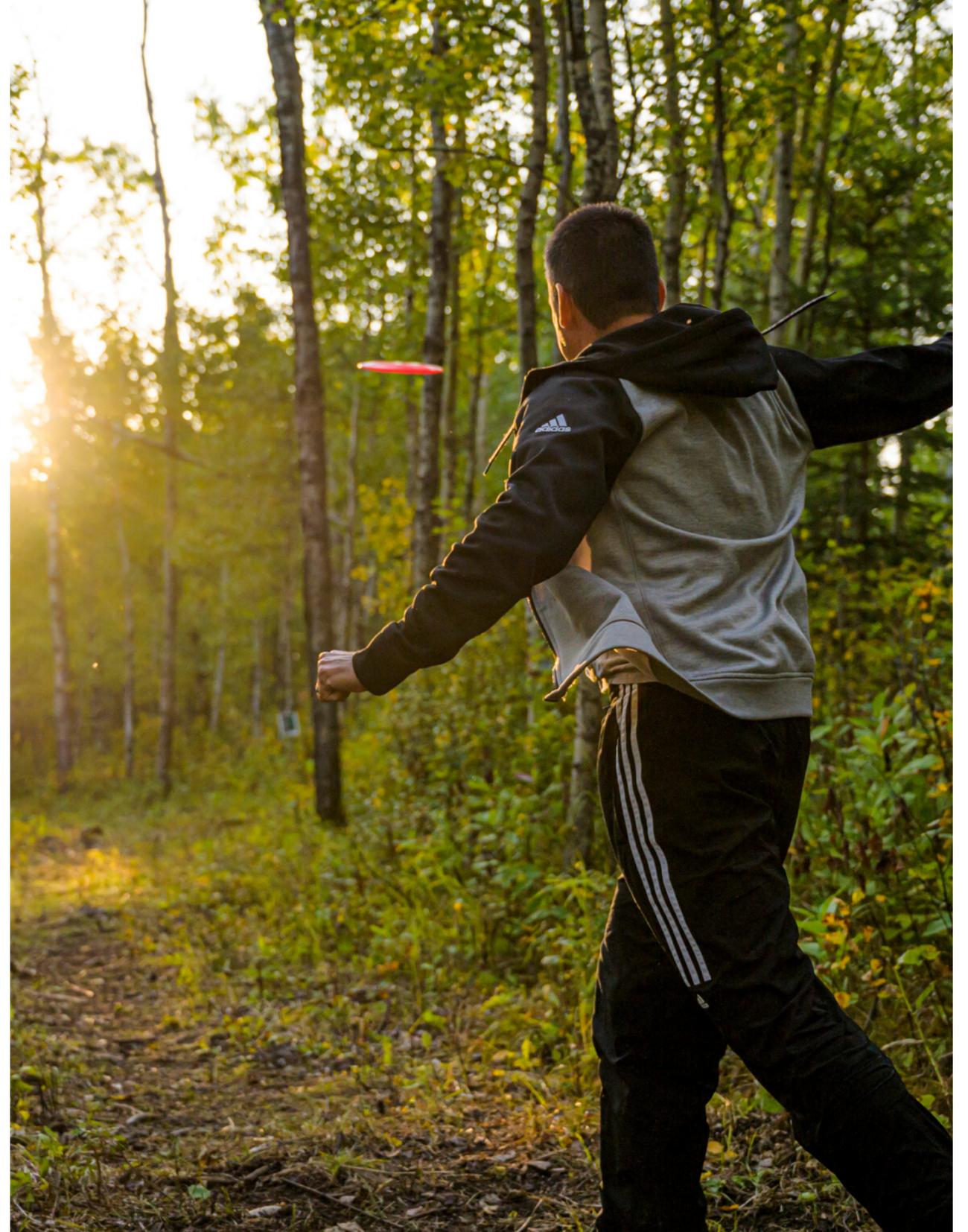


Strengthen the Club

<i>Description</i>	<i>Financial Need</i>	<i>Fund Source</i>	<i>Volunteers Needed</i>	<i>Start Year</i>
Membership drive at Thrill Hill	\$150	Membership	Coordinator, ambassadors	2020
Implement sponsorship program	\$600	Fundraising	Project lead	2020
Create online option for membership purchase	None		Project lead	2021
Annual workbee at each course	None		Project lead	2020
Redo Club Bylaws	None		Project lead	2021
Redo City Working Agreement	None		Project lead	2020
Work a Casino Night	None		Project lead	Apply in 2020

Conclusion

The Grande Prairie Disc Golf Club has experienced tremendous success. In 8 years, it has established two high quality courses and is working to developing a third. There are hundreds of local players, a sustainable club membership base, and a thriving competitive scene.



Conclusion

Disc Golf is well established in Grande Prairie. However, there is also strong potential for additional growth. This Plan provides a roadmap for how to achieve that.

This Plan lays out four broad goals for the Grande Prairie Disc Golf Club:

Grow the Sport

Build our Reputation

Increase Competition

Strengthen the Club

This Plan also lays out action items and a budget to accompany these goals during the 2020-2022 disc golf seasons.

Everything in this Plan is attainable. However, it will require increased input from Members. Increased volunteerism and sponsorship will be required to execute this Plan.

Appendix A: Budget

<https://docs.google.com/spreadsheets/d/17Ux3rv86KrSflHp4BAFfwoTyTEOsrnFltiAW-5KllqA/edit?usp=sharing>

Need editing to alter layout.

Appendix B: Member Engagement

This Plan was developed in consultation with GPDGC Membership. Following is a summary of how Members were engaged and what the Board heard.

Goal Setting Evening- Oct 15, 2019

The board invited members to attend an evening meeting. The purpose of this meeting was to set goals for the next 3-5 years. It was advertised through Facebook posts and verbally at a league night and at the Barsby Battle event. Key members were also personally invited.

Three board members (Greg Hearn, Phil Duffy, Dylan Bressey) attended in person, one (Michael Curtiss) attended by phone. 7 members at large attended in person (Kevin F, Jeremy S, Mike H, Rory T, Joe J, Jeremy W, Dave D), one (Liza C) attended by phone.

Dylan Bressey facilitated.

Appendix B: Member Engagement

After some ice breaking conversation, attendees were asked to work alone to complete the following sentence on a post-it note.

In 5 years, I hope Grande Prairie disc golf will....

Answers were shared verbally, grouped together by themes, and put on a wall. They were:

- Complete course with signs, teepads, and baskets
- Host the Provincial Championships
- Hosting National/ Westerns
- Have as good, or better, reputation and relationship w/ city council and residents
- Be the disc golf hot spot of western Canada
- Be a disc golf mecca of AB
- Be recognized as the top club in the province ---> the model to look up to
- Be competing in tournies province wide
- Grow in popularity, and the number of participants, competitive/recreational
- Be a “main stream” summer athletics option for individuals, families, and kids
- Have at least 100 regular active players at league night

Appendix B: Member Engagement

As the group discussed these goals, it agreed that three primary themes were important for the club going forward. These were:

- Reputation (disc golf's reputation in the local community, Grande Prairie's reputation amongst other disc golf clubs)
- Competition (increasing opportunities for it)
- Growth (# of players, skill of players, courses)

The group spent time brainstorming goals under each of these themes. At the end of the evening, all participants were given three votes to put behind three goals they felt were most important.

Following are the goals suggested. At the end of each goal is the number of votes it received. They are listed in order of votes received. If multiple goals tied for number of votes, they are listed in the order they were suggested

Appendix B: Member Engagement

Reputation (5)

- Talk about our successes- self promote- web, media, social media (2)
- Club discs to pass on- details of club, [how to] get started [stamped on] (2)
- New players super welcome (1)
- Young players have great role models
- Noticeable at tournaments as GP
- Economic (STEAM) modeling of tournaments
- Standard in phys ed programs and for team bonding
- Connected & synergistic w/ other sports
- Park stewardship known



Appendix B: Member Engagement

Competition (19)

- Finish South Bear [teepads, signs, etc...] (6)
- Build Evergreen (4)
- Host a B-tier (4)
- Own a pop-up course - baskets & trailer (2)
- Host provincials or nationals (1)
- Have a rhythm of pop-pup events (1)
- Much more regular mowing (1)
- Solstice tournament or unique-to-gp-event
- Occasionally attract classy pro players
- Annual tournament of 100+ players

Growth (11)

- 100 members (6)
- 9 hole beginner course that is VERY visible (5)
- More club leaders and volunteers
- Short tees visible on all courses
- Signs on courses of map and etiquette
- Kids league
- Youth (teen) league or tournament
- Rhythm of newbie events
- More media mentions

Appendix B: Member Engagement

Facebook Engagement

October, 2019

On October 17th, the above Goal Setting Evening Summary was posted on the Grande Prairie Disc Golf Club Facebook page. Members were invited to vote for a goal they supported. The goals that received votes were:

- Get the courses mowed more regularly (12 votes)
- Finish the South Bear Course (5 votes)
- Make new players super welcome (2 votes)
- Buy 18 baskets and a trailer to make pop-up courses easier (1 vote)

In the comments, one group members also shared a desire to see teepads complete on South Bear, the dirt mounds near the basket on South Bear 18 removed, more mowing, and support for a course in Evergreen Park.

Another member encouraged the club to guard Thrill Hill as a “beginner friendly course” and so to be cautious as it tinkered with it.

Appendix B: Member Engagement

Annual General Meeting

- This plan was presented by the Board and approved by the Membership at the 2020 Annual General Meeting.

