

Communications and Community Outreach Annual Report  
September 5th, 2023

## Events

Festive Dinner: December 11th, 2022 at Blue Ocean Golf Club

- 59 attendees, very positive feedback
- Organized the event, created and performed the evenings' entertainment with Peter Fisher
- Thanks to Ted Bentley for tracking all the registrations and Brian, Susan Chipman and Diane Lamb for checking folks in at the door and Carol for offering to do the raffle for the food bank

Volunteer Fair: April 22, 2023 and Sechelt Seniors Activity Centre

- Publicized the presence and mission of SCPA on the coast and networked with other volunteer organizations
- Diane Lamb created a highly engaging and effective video loop to display at our booth which was decorated with SCPA posters, tee shirts and brochures.
- Thanks to volunteers Diane, Brian, Rick and Peter Fisher

Canada Day: July 1st, 2023

- Secured the two pickleball courts and Hackett Park for the exclusive use of SCPA
- Fully decorated the space and manned a table with brochures, tee shirts, and bumper stickers.
- Mary Bentley's game for small children featured batting a pickleball through a large pickle and was a hit with the kids
- Almost all board members turned out to help decorate and play with any folks interested in trying the sport.
- Special thanks to Jared Hurdman who patiently played all afternoon with juniors
- An exhibition game on one court with advanced players might be a draw for next year.

## Marketing and Public Relations

New logo and colour palette for SCPA

- Thanks to a connection with Diane Lamb, professional graphic designer Zoë Quinn offered her services free of charge to design a new logo and colour palette for SCPA.
- Two small posters and a new brochure were produced and afforded us a more sophisticated and polished presence at the Volunteer Fair.
- For continuity we retained our old logo as a mascot named Dyl which will "pop up" in various publicity materials.
- Brochures are now circulating in the community, notably on the rack of pickleball merchandise at Source for Sports.
- Zoë also helped create a large, durable, multipurpose, horizontal banner (10'x2') using our new colours and logo and echoing the design of our new brochures.
- Future work from Ms. Quinn will be reimbursed appropriately. We are very grateful for all she has done!

- SCPA bumper stickers created prior to the Arena Bowl with a simple version of our name using the new font and colours. Stickers are suitable for affixing anywhere that will get our name out in public.
- Ongoing plan to explore other marketing/publicity tools using our new logo and colours as we target a highly visible presence moving towards building our permanent facility.

Publications:

- One article published by the Coast Reporter on Friday July 7th, 2023. It described our highly successful Arena Bowl and included a photo of three generations of the Akiyama family all competing in the tournament.
- Continuing to cultivate a convivial relationship with the editor of the CR and keep her posted on the activities of SCPA. For example CR's full and extremely favourable report on our presentation to DoS in May.
- Posting regularly on the SCPA Facebook page and responding to private messages on that platform. Tom Pinfold is the other major contributor.
- Posting on other social media platforms like Everything Sechelt when we have important news for the community.

Respectfully submitted  
Chair of Communications and Community Outreach  
JoAnne Bentley