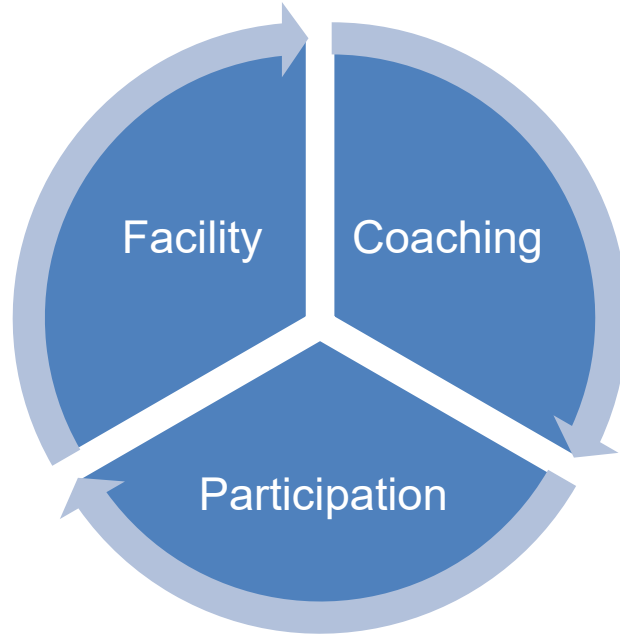


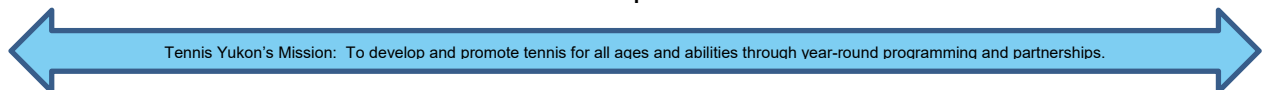


**Tennis Yukon  
3-Year Plan  
2018-2021**



**Objectives:**

1. Grow participation base
2. Grow coaching capacity
3. Maintain Mt Mac Courts and continue to pursue objective of an indoor facility



### Objective 1 Action Items

1. Target = 200 “frequent players”
2. Grow partnerships with other sport/rec groups
3. Increase marketing
  - a. what people want, when they want it, where they want it
  - b. school flyer ready to distribute
  - c. programming flyer ready to distribute
  - d. more signage at courts about programming
  - e. more info on website about what’s happening, how to connect with players/tennis community
4. More participation in winter
  - a. More school programming (target - in school or after school programs at 10 schools through course of school year)
  - b. As much CGC programming as can (target 2-3 programs/term)
  - c. As much programming in hours from Yukon College as can (target 10 hours/week)
  - d. at least 1 fun winter event (e.g. holiday event, winter event) + 1 competitive/fun winter event (e.g. 40Below Tourney)
5. More season pass holders in summer
  - a. at least 2 fun summer events (e.g. Capital Cup, Open House ) + 1 competitive/fun winter event (e.g. Yukon Champs)
  - b. target 200 season pass holders
6. Focus: Try-Learn to Play-Frequent Play path for all ages and levels.

### Objective 2 Action Items

1. Build coaching capacity so have coaches available at variety of days/times

### Objective 3 Action Items

1. Monitor Mt Mac courts with possible re-surfacing in 2020 in mind
2. Continue to clean/upgrade area between courts and seacan to encourage “clubhouse” feel and encourage community gathering
3. More signage at Mt Mac to communicate with players
4. Foster relationships with other sport/rec groups; continue to look for facility partners, keep talking with MVGC
5. Regular meetings with Sport Yukon/Community Services Sport & Rec Branch to stay on radar of upcoming projects
6. Use feasibility study report for details of costs/building types/recommendations