

## Anthem Arizona Pickleball Club FMP Proposal For Six More Pickleball Courts – Cover letter

The Anthem AZ Pickleball Club (AAZPC) is a non-profit organization whose mission is to grow Pickleball (PB) in Anthem. Our volunteers create and manage AAZPC leagues, events and programs at the Anthem Community courts. (The Community Center also does its own PB programming and has a PB Pro). In 2021, AAZPC offered its members more than 30 different programs, with annual participation of more than 900 uses. [Exh.1] For a list of our (nearly 40) wonderful volunteers who made the magic happen, please see Exhibit 2. THANK YOU EVERYONE for your hard work and contribution to the success of Anthem Pickleball programming!

AAZPC also gives a big SHOUT OUT to the Anthem Community Center for its support of Anthem Pickleball! Since January 2019, key AAZPC volunteers have met monthly with the Community Center to discuss PB court usage, maintenance, programming and Phoenix area trends. These meetings have been extremely productive and have helped us better understand each other's goals. In 2021, AAZPC signed an Independent Contractor (IC) agreement with the Anthem Council. Effective January 2022, AAZPC will continue its Club programming, will pay the Community Center a fee for each paid AAZPC membership and will give the Community Center a percentage of any AAZPC fee-generating program. ACC is also a named insured on AAZPC's insurance policy.

**Background.** In 2017, AAZPC proposed the building of 12 Community PB courts as part of the 2016 Facilities Master Plan process. The ACC Board approved 10 courts -- reserving space for 2 future courts. The award-winning PB Complex opened in January 2019. At the opening celebration, AAZPC gave ACC a \$5,000 contribution towards the facility's operating expenses. **And then...Anthem PB exploded!** Even with a covid time-out, AAZPC membership has grown 160%. (And there are countless Anthem players and families who have not yet joined AAZPC).

**Today,** AAZPC proposes that Anthem build at least 6 more Community pickleball courts. This proposal arises out of a supply/demand imbalance – an imbalance that exists today and will only intensify in the future. Currently, we don't have enough pickleball courts to meet the needs of Anthem working families. The courts are full during evenings, weekends and mornings, with players waiting and wait times growing longer and longer. And, given the growth trends, Anthem families and junior players will need access to even more community courts over the next 1-2 years.

This Fall, AAZPC conducted a survey of players, asking whether Anthem should build more pickleball courts. **261 people responded. When asked whether they supported the building of more Anthem PB courts, 260 said "YES."** 258 were Anthem residents. (Three others were guests who thanked Anthem for such a wonderful experience). Survey comments expressed intense appreciation and gratitude for our beautiful courts, but noted that the courts were crowded at night. [Exh.3] As one Anthem player put it, "the courts at the community center are amazing. We have met some of our closest friends on these courts. There is opportunity for both social and competitive play. When we play early morning or evening, the courts are always full. More and more people are playing pickleball. It would be wonderful to build more courts. Pickleball is here to stay and is continuing to grow so I feel more courts are definitely needed. Thank you. The courts have been beautifully designed."

Accordingly, it is our privilege to now submit this proposal for the building of six more pickleball courts on the behalf of AAZPC and the Anthem PB community. The AAZPC FMP Committee: Gretchen Bender (chair), Joan Boyll, Rick Kesselman

## Anthem Arizona Pickleball Club FMP Proposal For the Building of Six More PB Courts

### STATEMENT OF NEED

#### ***Anthem LOVES Pickleball!***

Since the January 2019 opening of the Community Park PB complex, Anthem Pickleball has exploded! AAPZC memberships have grown by 160%. Today, AAZPC has more than 480 players.

Community Center data documents similar growth trends. The number of PB court reservations has almost doubled since 2019. In 2021, there were 10,684 total PB court reservations. [Exh.4] In 2019, average PB users per month was 1,385. In 2020, this tripled to an average of 3,038 monthly users. In 2020, total sport (PB) user numbers totaled about 30,382 (i.e., similar to Skate Park usage). [Exh.5]

The Anthem PB explosion mirrors a national phenomenon. In 2020, PB grew to 4.2 million US players. **That's the total population of OREGON! Since 2019, PB has grown more than 21%.** [Exh.6] To understand the sport's popularity (if you don't play), read the November 2021 *Vanity Fair* article "How Pickleball Won Over Everyone From Leonardo DiCaprio to Your Grandparents." [Exh.7] Watch, *The Today Team hits the pickleball court to give America's new favorite sport a shot* or NBC's *The News with Shepard Smith, Why Pickleball is seeing a Pandemic boom.* [Exh.8]

Not only has PB exponentially increased its numbers, but today's players are younger. **According to the USA Pickleball Association, the average player age is 43.5 years – i.e., the median age of Anthem residents!** The largest percentage of players (27.9%) are 8-34 years old. [Exh.6]

Anthem shows similar trends. Today, 51% of AAZPC members reside in Parkside/Villages (versus 30% in 2018); 49% reside in the Country Club. AAZPC family members more than double individual members. Since the opening of the Community Courts, the Anthem PB demographic has shifted to younger players – namely, working families and their children. Visit the courts on a weekday evening. You'll see a wide variety skills, ages and groupings.

Most importantly, the Anthem PB courts create and build a warm community spirit. Survey responses repeatedly expressed gratitude for the opportunity to play, to meet and socialize with friends and neighbors. [Exh.3] One survey participant said it best, "I Absolutely Love how much Pickleball has brought our community together. We are in need of more courts as this sport has become more and more popular and all ages can play the game. A great way to have fun with friends and family."

***Problem: We do not have enough courts to meet the current demands of Anthem working families or to meet the growth expected over the next 1-5 years.***

Unfortunately, the current demand for Anthem Pickleball exceeds the available court times at peak hours. As with other Anthem amenities, the peak PB times for Anthem working families are afterschool, evenings and weekends. Currently, morning use of the courts (generally 6am – 10 am) is full, with people waiting to play. Evening/nighttime and weekend morning play is full, with high reservation levels and people waiting to play. This shortfall most adversely impacts working families and youth. Survey comments repeatedly reference crowded courts at night and on weekends. [Exh.3] One comment is representative, but heartbreaking: "It's difficult to get time to play. Maybe I'm picking bad times to come, but trying to play on the weekends with our kids is difficult."

## ***The Problem Will Intensify in the Future as Anthem Pickleball Continues to Grow.***

To understand the future of Anthem PB, just follow the money... [See Exh.27]

### **Did you know that the Chicago Cubs Bullpen plays Pickleball during major league games?**

[Exh.9] Pickleball is now ingrained in our social culture, with celebrities, a u-tube channel, magazines, songs and even a chain of PB restaurants (Chicken N Pickle)! [Exh.10] Businesses are investing BIG in Pickleball. In 2021, **CBS Sports** made the first live PB broadcast on national television; the **Tennis Channel** provided live coverage of the Orlando Cup [Exh.11]; and **CBS Sports Network** aired the 2021 Tournaments of Champions all day on December 26. In 2021, a second Pickleball magazine entered the market. [Exh.13]. Traditional "Tennis" shoe companies, such as K-Swiss, ASICS, FILA, Wilson, and Acacia, now design and sell shoes specifically for Pickleball. According to the Director of Research at the Tennis Channel, Google Trends shows that interest in Pickleball has more than doubled versus last year at the same time. [Exh.12]

Tournament purses grow, particularly with the advent of two new pro tours throughout the US, Europe and Canada and with the 2021 launch of Major League Pickleball whose goal is "to help players maximize earning opportunities." [Exh.14] No one said it better than the #1 ranked player, University of Maryland, Senior Ben Johns, age 22 – **a few years ago, he earned about \$50,000. Today, his PB income is about \$250,000.** [Exh.8 (*Shepard Smith report*)]

Arizona, and the greater Phoenix area, remain an epicenter of the Pickleball World. Here, the corporate investment in pickleball is stunning. **Legacy Sports Village -- Bell Bank Park** (Mesa) just opened. It has 41 pickleball courts, including 4 medal courts with spectator stands, a stadium court that seats 2,500, plus streaming and video on demand. [Exh.15] Anthem resident Ryan Trefry is Legacy's Director of PB. **Pickleball Kingdom**, the first and largest indoor pickleball facility, will open soon in Chandler. [Exh.16] In Prescott, **Espire Sports** purchased a former Sears store, converting it to a multisport and fitness complex. The facility includes 24 indoor/outdoor pickleball courts and opens in 2022. The companion boutique hotel opens next year. [Exh.15] **Electric Pickle** – the "Topgolf of Pickleball" – comes to Tempe in late 2022. [Exh.17] And we've got the inside scoop -- **Chicken N Pickle** is scouting for a Phoenix location!

At first, pickleball grew organically – just because it is fun! Friends introduced friends. Neighbors encouraged neighbors. Today, the sport also has formal institutions, systems and "infrastructure" that insure and support future growth. In the last several years, we've seen the building of more (and more) pickleball courts, the introduction of 2-3 pro tours, the adoption of a professional certification and coaching organization and the development of League play modeled after the US Tennis Association. We've seen significant institutional developments in Youth opportunities and programs. Most notably, in 2018, the Amateur Athletics Union (AAU) added pickleball to its list of youth sports and included PB at the AAU Junior Olympics. [Exh.14]. AAU youth leagues and tournaments are starting to develop. **This is a very exciting time for the sport of pickleball so, please take the time to read our Research Memo: Institutional Growth in the Sport of Pickleball Since 2018.** [Exh.14]

The Anthem experience mirrors these national trends. We've seen systematic growth in professional instruction and first-class equipment. In 2019, Anthem resident David Smith became the designated PB pro at Anthem Country Club; in 2019, AAZPC volunteers taught more than 140 Anthem residents to play; in 2020, the Community Center contracted with Ryan Trefry as an IC PB pro, offering regular weekly lessons and leagues. Four Anthem players are certified Professional Pickleball Registered coaches. Anthemite Dave Furman, is a sponsored professional player; Dennis Ayotte and Dave Armstrong are Gearbox sponsored tournament players. Four Anthem players rep PB equipment

manufacturers. Anthem teen, Maddie Toren, gets more than 1 million views of her pickleball Tik Tok videos and she was recently featured in Pickleball Magazine! **For more about Maddie, check out Exhibit 18!**

Likewise, Anthem Tournament participation has increased. At the end of 2018, approximately 38 Anthem residents participated in a tournament listed on pickleballtournaments.com. Today, about 90 Anthem residents have played in a tournament. In 2022, Anthem fields two women's teams in the APPL West Valley League. Anthem now has one USAPA certified referee (Andy Olson), one level 2 referee (Maddie Toren, age 17) and one level 1 referee (Joan Boyll).

**And, most importantly, in November 2021, Anthem held its first open tournament – with nearly 350 registered players!!!!**

In sum, given our past performance, the future trends, and the infrastructure growing nationally and at home, Anthem Pickleball's future growth is assured.

### **SOLUTION: LET'S BUILD AT LEAST 6 MORE ANTHEM COMMUNITY COURTS**

#### **Project Narrative: Keep It Simple**

AAZPC proposes that Anthem build a minimum of 6 additional pickleball courts. We are not seeking more seating areas or more benches. Shaded or covered courts are not requested due to technology challenges, land issues and Arizona standards of play.

Despite some player suggestions, our proposal does not request the building of closer restrooms. Usable space might be limited and the priority is clear -- **more courts**. Additionally, based on our research, walking time to the Tennis Court restroom is consistent with acceptable proximity standards for other Anthem amenities and at other pickleball facilities. [Exh.19].

#### **Goals, Objectives, Project Rational & Community Demographics**

***The PB Expansion Project Makes Economic and Demographic Sense – It Is a Financially Responsible Way to Positively Serve A Significant Number and Variety of Anthem Residents.***

From a public spending perspective, adding more PB courts makes sense. Unlike our 2017 proposal, building more courts does not require “a leap of faith.” Anthem PB has a proven success record. And, we have systems to grow that success. We don't have to speculate. We know. The courts are needed. More courts will be used.

We also know that the courts provide exceptional value as an amenity. Of the recent enhancement projects, Anthem PB courts have been the least expensive to build and the least expensive to operate. [Exh.20] The 10 court PB complex cost \$817,000 to build and \$15,000 to operate. Once built, the courts are self-sustaining. Significant organizing and programming is done by players or IC's; court reservation and clinic fees cover annual operating expenses. [See Exh.21] Usage is high. And unlike our fields or the All Wheels Park, PB courts are used when school is in session and when many residents are at work. (Visit the courts at 10 am – they are full! (Particularly, M-W-F)).

***Anthem's demographics support the building of more courts.***

We love pickleball because the demographic range is wide and long. The Community Center starts teaching players at age 10. The oldest Anthem player (that we know of) is a very fit 85. This age range covers more than 80% of the Anthem residents.

**15% of Anthem residents are in the 10-19 age range.** [Exh.22] Pickleball is an easy sport for this group to try and learn. Like basketball or volleyball, financial entry thresholds are relatively low. The cost of the first paddle and balls is less than \$100. (That's less than a new bike helmet!). You don't need to be a talented athlete or have a specific body type. It's a relatively easy sport to learn. 1-2 sessions and you're ready to play. Or just go out and hit the ball. If you like it, learn the rules! Join the Pickleball Club and come to Open Play!

**64% of Anthem residents are 20-69.** [Exh.22] Anthem has a wide variety of amenities – with playgrounds, a water park, 33 neighborhood parks, about 13 fields, two splash parks, a rock climbing wall, a train, and, of course, soon a new-world class All Wheels park. Yet, sometimes we can overlook the fact that the Anthem demographic extends far beyond those facilities. **64% of Anthem residents are 20-69.** They **pay for** and (hopefully) use Anthem amenities. They will remain pickleball players for a long time. Unlike some sports, picklers don't outgrow the sport. They don't stop when they graduate or when they turn 30 or even 60. They don't retire from the sport; they just move to a different age bracket.

#### ***Six new courts will increase the Anthem Happiness Index.***

Six new courts will increase play opportunities and will help make the court experience more friendly for novice, casual and family players. The avid, experienced players can easily understand and follow the rules to reserve or “drop in” to the courts. Understandably, others can feel intimidated – especially when courts are crowded. Our guests always comment positively on the warm community vibe and wonderful feeling of seeing all ages, especially families, playing pickleball. We want to build upon the unique neighborly quality of Anthem pickleball. As one survey commented, “We play pickleball almost every day or night. I am always amazed at how crowded the courts are and the number of new faces that are coming out. What a great way to build a closer community! More courts would only enhance this!!”

#### **We can do this! Budgets, Funding & Timeline**

As Anthem residents, we feel extremely fortunate to live in a community that not only is fiscally responsible, but that also is committed to community enhancement. We continue to improve and expand Anthem amenities based on current and future community needs. We value the need to stay competitive and in tune with Greater Phoenix area development trends. More pickleball courts help maintain and grow our home values. As one resident noted, “As a realtor I'm seeing more clients that are looking specifically for Pickleball communities as well as Pickleball in close proximity. Pickleball is making communities more desirable and driving the buyers to those communities.” [Exh.3]

**Timing.** Based on our previous court construction experience, we estimate that, at the earliest, our proposed court expansion would be complete in **January 2024.** [Exh.23] By that time, family and youth demands will be even greater than today.

**Funding & Costs.** Anthem's Enhancement Fund and the PB operating income more than cover the costs of more pickleball courts. We estimate that the construction cost of 6 additional courts will be \$420,000-\$600,000. [Exh.24]. Those costs would be covered by the Anthem Enhancement Fund, which will be \$1,350,000 by the end of 2022. (That Fund appears to be funded at about \$1million every year).

We estimate that total operating cost for the existing **and** new courts will be \$20,000. (Current operating costs are \$15,000). Like now, operating costs would be fully covered by court reservation fees, Community Center clinics, leagues, lesson fees, tournament registration fees and AAZPC quarterly payments to the Rec Center based on paid membership levels. [Exh.24]

### **Land/space requirements and proposed locations**

One Anthem pickleball court, including fencing, measures about 63.5 feet long and 34.5 feet wide. Due to the sun, courts are placed in a north/south orientation.

The preferred solution is to build more pickleball courts as close to the existing complex and/or the Community Center as possible. This satisfies the need for parking and restrooms.

### **Potential areas to build closest to the existing complex [Exh.25]:**

- A. 2 courts can be built on the grassy area immediately behind the “kiosk.” AAZPC proposed this in 2017. Although the Board declined, it reserved that space for future pickleball expansion.
- B. 1 court could potentially be built to the east of court 1. This would require some sidewalk redesign.
- C. 2-3 courts could potentially be built on the grassy areas to the north northeast of courts 9 & 10. It is our understanding that this area has been considered in the past for other potential amenities.

### **Other? Potential area just across the bridge from the existing courts**

This area appears to be able to accommodate 4 courts, placed end to end, in a north/south orientation. While these are close to fields, from what we have observed, they would not interfere with any fields. [Memo from Rick Kesselman, 10/28/2021, and photos, Exh. 26]

### **Other potential locations are:**

- Open spaces at Opportunity Way
- Hastings Field – Advantages: 1) would not need to build parking or restrooms; 2) we believe there have been technology developments that would prevent any potential noise issues.

### **Conclusion**

Expanding our PB Courts makes sense:

- it solves the existing supply/demand problem and plans for future growth
- it increase the Anthem “happiness” index
- it embodies sound civic management principles
- and, it provides value from a community enhancement perspective

If Anthem wants to stay competitive as a destination city for families, to maintain its reputation as an active, vibrant community and to continue to fulfill its promise of “life in abundance,” building more pickleball courts is a smart, economical solution that should be a priority.

# EXHIBIT 1

**Attached Spreadsheet - Overview of Anthem PB Programming 2021**

**Highlights of 2021 AAZPC Leagues, Events and Programs:**

- 8 Daily or Weekly Leagues
- 19 Programs – typically once or twice a month
- In 2021, AAZPC did not hold any “events” such as our Annual End of Season party or in-person 2021 Annual meeting due to covid
- Participation rate of 900+

## Overview of Anthem PB Programming 2021-2022

Type	Organizer	Name	Frequency	Estimated number of participants in program
League	AAZPC	Morning Open Play for AAZPC Members	Daily Mon-Sat	100
League	AAZPC	"PB Den" Six AM (SAM), co-ed, skill 3.5+	Daily - Weekdays	
League	AAZPC	"PB Den" Nam (9am) co-ed, skill 3.5+	Daily - Weekdays	
League	AAZPC	PB DEN totals		80
League	AAZPC	Late Morning Women's League 3.0+	Once a week	70
League	AAZPC	Late Morning Coed, 3.0+	Once a week	52

League	AAZPC	Afternoon Men's League 3.0+	Once a week	18
League	AAZPC	Friday Morning Men's League	Once a week	30
League	Ryan Trefry	Weekly League	Once a week	
Clinics	Ryan Trefry	Weekly Clinics	Once a week	
League	Comm Center	Youth PB	Twice a Week	
Program	AAZPC	Skills for SAM/NAM	Ad hoc	12
Program	AAZPC	Skills & Drills with Jack	Ad hoc	40
Program	AAZPC	Round Robin (April)	Monthly	45
Program	AAZPC	Round Robin by Ryan	Ad hoc	38
Program	AAZPC	Sat Nite Play (May)	Monthly	43
Program	AAZPC	Sat nite Play -- (June)	Monthly	38
Program	AAZPC	Morning Drill Session	2x a month	18

Program	AAZPC	Sat Nite Play (June)	Monthly	40
Program	AAZPC	Morning Drill Session	2x a month	20
Program	AAZPC	Sat Nite Play (August)	Monthly	40
Program	AAZPC	Morning Drill Session	2x a month	18
Program	AAZPC	Morning Drill Session	2x a month	18
Program	AAZPC	Morning Drill Session	2x a month	18
Program	AAZPC	Sat Nite Play (Sept)	Monthly	30
Program	AAZPC	Morning Drill Session	2x a month	18
Program	AAZPC	Tournament Tips	Ad hoc	12
Program	AAZPC	Sat Nite Play (Oct)	Monthly	36
Event	Ryan Trefry	Anthem Shootout Tournament	Ad hoc.	344 players
Program	AAZPC	Round Robin (Dec)	Monthly	51
Program	AAZPC	Sat Nite Play (Dec)	Monthly	29

<b>Total number of AAZPC offerings</b>			19	
<b>Level of player participation in all AAZPC offerings</b>				914

## EXHIBIT 2

**AAZPC Sends a Big THANK YOU to our wonderful volunteers who made the magic happen in 2021!**

1	Carol Acker	Co-Captain of Anthem Aces; Co-Instructor of Monthly Drills; Instructor-Helper for Skills & Drills with Jack Kraemer
2	Roger Afman	Co-Leader/Organizer of Weekly Friday morning Men's League
3	Mike Ashbridge	Provided input and insight to AAZPC FMP Proposal
4	Dennis Ayotte	AAZPC Board Member 2019-2021; Often attends Community Center monthly meeting; AAZPC Ratings Liason; Significant work on court maintenance; Instructor-Helper for Skills & Drills with Jack Kraemer; Team Gearbox sponsored Tournament player and Authorized Dealer for Gearbox
5	Carmen Beckner	Co-Leader of Anthem APPL Women's 3.0 Team
6	Ken Belt	Co-Leader of Morning 3.5+ Pickleball Den Groups

7	Gretchen Bender	AAZPC Board Vice Chair 2019-2021; Chairs AAZPC FMP & Programs Committee; Leads various monthly programs; Drill Instructor; Co-Captain Anthem Aces; Regular attendee of Community Center monthly meetings; Co-leader of Spring Paddle Drive; Initiated Junior Tournament Grants Program.
8	Joan Boyll	AAZPC Board member; Membership Leader; Member of AAZPC FMP Committee; co-instructor for Tournament Tips clinic; Certified Level 1 Referee.
9	Claudia Buntyn	AAZPC Board Member 2019-2021; Member of AAZPC Programs Committee; Leader/Organizer of AAZPC Morning Open Play; Admin and co-lead on various other events.
10	Dwight Christensen	Co-Leader/Organizer of Monthly Saturday Nights Round Robin/League Play
11	Mary Christensen	Co-Leader/Organizer of Monthly Saturday Night Round Robin/League Play
12	Joel Dasenko	Co-Leader/Organizer of Weekly Friday morning Men's League; organizer/leaer of 2020 Senior Co-Ed PB Tournament
13	Ken Fischer	Co-Leader/Organizer of Weekly Wednesday afternoon Men's League
14	Nadine Fox	AAZPC Board Member 2019-2021; Member of AAZPC Programs Committee; Leader/Organizer of AAZPC Morning Open Play

15	David Furman	AAZPC Board Member 2019-2021; Sponsored Tournament player
16	Debbie Gipson	Instructor-Helper for Skills & Drills with Jack Kraemer
17	Tracy Gutterud	Co-Leader of Anthem APPL Women's 3.0 Team
18	Amy Harlow	AAZPC Board Member 2019-2021
19	Jennifer Henderson	AAZPC Board member Jan -Oct 2021; Co-leader of Spring Paddle Drive.
20	Norma Johnson	Co-Leader of weekly Monday Women's League; Admin and co-lead on various other events.
21	Mel Kahn	Co-instructor Tournament Tips Clinic
22	Jennifer Kaul	Instructor-Helper for Skills & Drills with Jack Kraemer
23	Juanita Kerksick	AAZPC Board Member & Secretary 2019-2021; Leader/Organizer of AAZPC Morning Open Play
24	Rick Kesselman	AAZPC Board Member & Treasurer 2019-2021; Member of AAZPC FMP Committee
25	Jack Kraemer	Lead Instructor for Skills & Drills sessions
26	Linda Kraemer	Instructor-Helper for Skills & Drills with Jack Kraemer
27	Leif Larsen	Co-Leader of Morning 3.5+ Pickleball Den Groups
28	Mark Morgan	Co-instructor in session(s) of Monthly Drills

29	Andy Olson	Certified Referee; Lead instructor for Tournament Tips Clinic
30	Jim Pearson	Co-Leader of Morning 3.5+ Pickleball Den Groups
31	Paula Pearson	Leader/Organizer of Weekly Wednesday Co-Ed League
32	Bill Poppenger	Instructor-Helper for Skills & Drills with Jack Kraemer
33	Boro Reljic	Instructor-Helper for Skills & Drills with Jack Kraemer
34	Gina Richard	Co-Leader/Organizer of Monthly Saturday Nights Round Robin/League Play
35	Jason Richard	Co-Leader/Organizer of Monthly Saturday Nights Round Robin/League Play
36	David Smith	PB Pro at Anthem Country Club; Rep for Onix; Instructor-Helper for Skills & Drills with Jack Kraemer; IC PB Pro for Community Center
37	Scott Stoker	Co-Leader/Organizer of Weekly Wednesday afternoon Men's League
38	Renie Sullivan	Co-Leader of Monday Women's League; helps organize AAZPC Morning Open Play; Admin and co-lead on various other events.

# EXHIBIT 3

## Sampling of Fall Survey Comments Re Building of New Pickleball Courts...

Do you have any comments about our courts at the Anthem Community Center?
They are nice and a great addition to the community
Such a great improvement for the city of Anthem.
More courts are needed as the number of players has grown tremendously.
Great courts, could use more.
The Anthem courts are perfect. The new windscreens add another level to the courts as well. Please add more courts 🌟
Great, and more would be better.
I enjoy playing on the courts which are well maintained
The courts are great. We are getting more players as the sport grows so we do need Additional courts to handle the crowds
They are great courts but with the popularity of pickleball we need more courts. It will only continue to enhance the opportunity to have Anthem the source for tournament that will enhance the Anthem community for national tournaments.
1st class. Grateful to have such an amazing facility in my backyard. Would love to see more courts.
I play a lot of PB and it seems that the courts are always busy. I would be in favor of adding more courts and a restroom.
Best courts in the area. I have had many people tell me that the Anthem Pickleball courts are really nice.
If we had more courts and a bathroom we would be able to have tournaments in Anthem. This could possibly bring in revenue for the community center and local businesses.
Love them! It is a great community feature of the fastest growing sport in America!
They are great!
Love them, hope to see more!
I love them! I have met so many people at the courts. I may not always play due to an injury but when I do I have such fun. I think being able to play with friends and neighbors is just as valuable as being in an organized group play setting.
I love them! Could use restrooms close to the courts.

They're great. Restroom would be nice close to the courts.

I think we need more courts.

We do need more courts.

I Absolutely Love how much Pickleball has brought our community together. We are in need of more courts as this sport has become more and more popular and all ages can play the game. A great way to have fun with friends and family.

They are wonderful could us a roof for shade at least. Or a few inside

More courts!

Need more

more is better

We should of built these from the get-go!

Need more!

First class courts!!!! Outstanding quality, layout and vibe. Let's build more as at peak times there is a desperate need for more courts.

Please consider including a rest room in expansion

Love them, but too busy at times.

Wonderful addition to the community

The courts have a lot of activity weather permitting. I believe more courts would add to the community in a very positive way.

Great addition to the community and improves our community and home prices

They are great

Great courts, well used and a nice addition to the community.

Fantastic, just need restrooms

Great courts but could use more.

Love the courts and use them multiple days a week. It would also be helpful to have restrooms built nearby.

Beautiful courts!

Great courts!

They are great! Need more open play.

They are the nicest Pickleball courts I have ever played on.

Awesome

They are beautiful!

Need more courts!!!

They are a tremendous asset. They have been happily used by families and groups of all ages. The courts have been beautifully designed

Clearly need more!

Some of the best courts in the valley. I play several times a week.

The courts are such a great addition. They are used by young, old, and in betweeners. I have met many great people as a result of playing in events and at open play times.

The courts are beautiful but very busy. The community would benefit with more courts.

A great facility that I am glad to be associated with.

Very nice, use them

They are wonderful! They promote exercise and social interaction.

They are extremely nice. A spot that can be a bit breezy.

They are beautiful courts. Pickleball will only get more popular. Building more courts is necessary.

Our community courts are top notch. With Pickleball being one of the fastest growing sports in the country, we could definitely benefit from additional courts!

They're awesome

Very nice courts, we could use more due to community size and their frequent use.

Think they are great.

Great amenity for Anthem - all ages

They're the best ever!

We love our pickleball courts in Anthem, but sometimes is so hard to get a court, especially during the cooler summer nights!

not enough of them for open play during tournaments.

It is awesome to have the courts. You should also make it easier access to get balls that go over fences.

They are excellent and well used. Having more courts would allow even more people to play.

With the additional courts it will allow more players to reserve courts provide more clinics space, youth programs round robins and larger Tournaments that will generate additional community revenue.

I think the courts a great! But I don't have much experience with other courts.

Excellent courts, very organized open play. People are wonderful. Best place to play.

The PB courts we have are awesome.

My husband David & I play every day & would love to have more courts. It has become super popular for all ages & we need more courts to keep up with the demand.

The courts at the community center are amazing. We have met some of our closest friends on these courts. There is opportunity for both social and competitive play. When we play early morning or evening, the courts are always full. More and more people are playing pickleball. It would be wonderful to build more courts. Pickle ball is here to stay and is continuing to grow so I feel more courts are definitely needed. Thank you!

I support more pickle ball courts but it depends on where you put them. I do not want any tennis courts or other amenities to be taken away!

Great courts that are heavily used. Fully support adding more courts to the community. Thank you!

We play pickleball almost every day or night. I am always amazed at how crowded the courts are and the number of new faces that are coming out. What a great way to build a closer community! More courts would only enhance this!!

Love them! We are fortunate to have them, but they are often booked...

We love the center. Work out 4 times a week. Nice place to meet new people. Always clean.

I believe if we had more courts that more Anthem residents would get into the sport. Right now they see the courts full and don't want to try it out. Also a restroom would be very nice to have close by.

Courts are full. We need more courts.

These courts should be added to the already existing courts and NOT constructed on the west side of I-17

I only have positive things to say. Beautiful....

Nice courts but we need more

I used to be a Project Mgr for several Real Estate Developers. Happy to volunteer my time to help plan & execute requests to ACC for budgets/land use planning/development of potential new courts.

Courts are the best outdoor courts I have ever played on. They can get very busy in the morning and evening.

We love the courts and adding a closer restroom would be amazing!

Great addition to the community and support to the sport.

They are great, build more like them.

Love them!

It is a wonderful outdoor facility. I am from Iowa and my husband and I will visit Anthem often. I have enjoyed playing and meeting fun new pickle ball friends.

Amazing

love them.

Very busy in the evenings

Best improvement next to the dog park!

Great design, well used. A real community feeling 🍷

With the popularity of pickleball we need more courts. It's such a benefit to our community.

they are great

The courts are great, but more are needed

They are outstanding, drawing in people of all ages day and night. They frequently are filled or near filled to capacity. This community easily could support more courts.

There should be more More MORE!

Pickleball is the fastest growing sport in America & Anthem. We need to keep up with the demand.

These courts are much nicer than other courts I use.

I love the courts and the set up of courts. I would like to see a bathroom closer to the courts. The new wind screens are nice.

Love them, but would definitely love MORE of them, plus closer bathroom facilities! :)

I love them!

Wonderful courts, great place to play

Love them and we need more

They are great!

They are wonderful. A bathroom along with more courts would be fantastic.

Love them

Love the courts. Would like more and a bathroom.

They're awesome, need more!

Great courts, could use more shade

They are fantastic!!! You all are awesome!

Courts are great but we need more!

Great courts! Would like to see a bathroom at courts.

Great court and we'll maintained

They are awesome, but very busy especially weeknights.

Well maintained and accessible

We love them!

Love them

We are thrilled to have these wonderful courts & we want more.

It's difficult to get time to play. Maybe I'm picking bad times to come but trying to play on the weekends with our kids is difficult.

I love pickleball yes more courts

Glad you built them!!

More the better!

I enjoy bringing my son to play frequently on the best courts in the valley. Please expand!

More courts and a restroom near the courts please!

They are awesome!

They're nice. We need more.

They are always full when we come

Need more! Always full

I love them. I come here very often and sadly they are packed a lot of the time.

Can you have indoor courts

Love them!

Great courts my kids play sports in Anthem and we do a lot of business in anthem

Great courts, just need more of them!

Love them

They're great

# EXHIBIT 4

## Community Center Report on PB court Reservations

### Bottom line:

- Year 2019 & Year 2020. We saw a steady increase in the number of court reservations.
- 2021 showed a significant increase in reservations  
Note --- reservations were free until September 2021. And, in September, the number of reservable courts decreased from 10 (all courts) to 6 (in order to keep some courts available for “drop in” by Anthem residents)).

### Number of reservation bookings per year

2019	5,579
2020	5,707
2021	10,684

## ACC Facility Usage Report 2022 -- PB Court Reservations

2019

Location	Facility	Bookings
Pickleball Courts	Court 1	517
Pickleball Courts	Court 2	513
Pickleball Courts	Court 3	791
Pickleball Courts	Court 4	516
Pickleball Courts	Court 5	590
Pickleball Courts	Court 6	584
Pickleball Courts	Court 7	582
Pickleball Courts	Court 8	559
Pickleball Courts	Court 9	363
Pickleball Courts	Court 10	564
<b>Total</b>		<b>5579</b>

2020

Location	Facility	Bookings
Pickleball Courts	Court 1	545
Pickleball Courts	Court 2	714
Pickleball Courts	Court 3	664
Pickleball Courts	Court 4	649
Pickleball Courts	Court 5	510
Pickleball Courts	Court 6	508
Pickleball Courts	Court 7	482
Pickleball Courts	Court 8	550
Pickleball Courts	Court 9	492
Pickleball Courts	Court 10	593
<b>Total</b>		<b>5707</b>

2021

Location	Facility	Bookings
Pickleball Courts	Court 1	1156
Pickleball Courts	Court 2	1099
Pickleball Courts	Court 3	1145
Pickleball Courts	Court 4	1104

Pickleball Courts	Court 5	1128
Pickleball Courts	Court 6	1070
Pickleball Courts	Court 7	984
Pickleball Courts	Court 8	973
Pickleball Courts	Court 9	974
Pickleball Courts	Court 10	1051
<b>Total</b>		<b>10684</b>

# EXHIBIT 5

## Community Center Amenities Usage Data

The Community Center graciously shared some of its monthly usage data (“number of users per sport”), covering August 2019 – part of December 2020. We compiled the data to calculate total annual use. Copies of this data is available upon request.

**Bottom line: From August 2019 through December 2020, PB court usage appears to have tripled.**

- **August – December 2019**  
Total number of sport users: 24,805  
Average per month: 1,385
- **January – part of December 2020**  
Total sport users: 30,382  
(note- similar to Skate park users)  
Average per month: 3,038

# EXHIBIT 6

**Pickleball Growth Data: 2021 Pickleball Fact & Media Sheet,  
USA Pickleball Association**



## 2021 Pickleball Fact and Media Sheet

Pickleball is a court sport played on a badminton-sized court with the net set to a height of 34 inches at the center. It is played with a perforated plastic ball and composite or wooden paddles about twice the size of ping-pong paddles. It can be played indoors or outdoors and is easy for beginners to learn, but can develop into a fast-paced, competitive game for experienced players. In addition, the game has developed a passionate following due to its friendly, social nature, and its multi-generational appeal.

Pickleball can be played as singles or doubles. New players can learn the basic rules quickly in a single session. No special apparel is needed – just something comfortable and appropriate for a court sport. Equipment is inexpensive and easily portable. The game can be played by all ages and is particularly popular in school P.E. programs and in adult living communities.

The sport is governed by the USA Pickleball Association ([USAPickleball.org](http://USAPickleball.org)), which maintains the rules, promotes the sport, sanctions tournaments, and provides player rankings. For more information, please visit: [usapickleball.org](http://usapickleball.org).

### History

2021 marks the 56<sup>th</sup> anniversary of pickleball, as it was invented in 1965 on Bainbridge Island, a short ferry ride from Seattle, by three enterprising dads – Joel Pritchard, Bill Bell, and Barney McCallum. Their children were bored with their usual summertime activities. It evolved from the original handmade equipment and simple rules into a popular sport throughout North America and is now taking off in other parts of the world.

The origin of the game's name is very interesting, especially since no pickles are used. Accounts of how the name originated differ. According to Joel Pritchard's wife (Joan), she started calling the game pickleball because "The combination of different sports reminded me of the pickle boat in crew where oarsmen were chosen from the leftovers of other boats." However, according to Barney McCallum, the game was officially named after the Pritchards' dog Pickles who would chase the ball and run off with it. According to McCallum, "The Pritchards had a dog named Pickles, and you're having fun at a party, right? So anyways, what the hell, let's just call it pickleball."

Others claim both accounts may be true. In the early years, no official name was assigned to the game. However, a year or two after the game was invented, the Pritchards' purchased a cocker spaniel and named it Pickles. As the game progressed, an official name was needed and "pickleball" was it.

### **The Court**

A pickleball court is 20' x 44' for both singles and doubles. The net is hung at 36" at the ends and hangs 34" in the middle. A non-volley zone extends 7' back from the net on each side, commonly called "the kitchen." In 2017, USA Pickleball and the American Sports Builders Association (ASBA) co-produced and released an official pickleball courts construction and maintenance manual for the industry. In 2020, USA Pickleball and ASBA produced an updated version of the court construction manual. Copies of this manual can be purchased at: <https://www.sportsbuilders.org/publications/>

### **The Equipment**

Competitive paddles used in pickleball are constructed from a high-tech composite. An official pickleball is made of plastic and is between .78 to .935 ounces and 2.874 to 2.972 inches in diameter. There are no color restrictions other than the ball must be a single, consistent color. USA Pickleball has tested and approved several outdoor and indoor balls for official tournament play. [Click here](#) to review the complete list of all tested/approved paddles and balls approved for sanctioned tournament play.

### **Places to Play**

Every US state and all Canadian provinces now have pickleball venues. Senior residence communities, YMCAs, local community recreation centers, schools and parks are just some of the places likely to have pickleball courts. USA Pickleball compiles the most up-to-date and comprehensive listing of places to play on a new dedicated website: [places2play.org](https://places2play.org). The known places to play totaled of 8,735 at the end of 2020 which represents an increase of 807 locations or approximately 67 new locations per month.

### **Tournaments**

USA Pickleball supports and sanctions tournaments throughout the United States. See [Upcoming Events List](#) for a current list of upcoming USA Pickleball sanctioned tournaments. In 2009, USA Pickleball held the first Nationals Pickleball Tournament in Buckeye, Arizona. Over 400 players participated in divisions for all ages. In 2019, the Margaritaville USA Pickleball National Championships were held at the world-renowned Indian Wells Tennis Garden, just outside of Palm Springs, CA. The event drew more than 2,000 registered players who competed for \$80,000 in prize money, the largest cash purse in the history of the sport at that time. [Click here](#) for detailed information regarding this event. The 2019 event also included over 200 hours of livestreamed matches. Like most sporting events in 2020, the Margaritaville USA Pickleball National Championships was cancelled due to COVID-19. However the event is scheduled to take place again this fall at the Indian Wells Tennis Garden, November 6-13, 2021.

### **Estimated Pickleball Players Within the United States**

Pickleball grew in 2020 to **4.2 million players in the US, an incredible growth rate of 21.3% from 2019** per the Sports & Fitness Industry Association's (SFIA) 2021 Topline Participation Report, released in Feb. 2021. SFIA formed in 1906 and is the premier trade association for top brands, manufacturers, retailers and marketers in the American sporting goods and fitness industry.

In their 2020 Pickleball Participant Report (which includes data through 2019), the Sports & Fitness Industry Association (SFIA) reported pickleball currently had **3.46 million** players in the US. Below are a few details from the 2020 SFIA Pickleball Participation Report – the anticipated

2021 Pickleball Participation Report should be released later this year:

- Of the 3.46 million players, 2.2 million were "Casual" players who play 1-7 times a year
- 1.3 million were "Core" players who play 8 or more times a year
- The Average Annual Growth Rate (AAGR) for all players from 2016 to 2019 was 7.2%, for a total growth rate of 23% over three years
- 62% of participants are men and 38% are women
- The average age for all players is 43.5 years old
- The average age for Core players is 51.5 and Casual players 35.5 years old
- 60% of Core players are 55 or older
- 79% of Casual players are 54 or younger
- From 2015-2019:
  - the percentage of Core players ages 54 and younger grew from 25% to 40%
  - the percentage of Casual players ages 54 and younger grew from 78% to 79%
  - these increases in the percentages of both Core and Casual players less than 55 years of age reflect faster growth among younger players
- The percentages by age of Total, Core, and Casual participants are:

<b>AGES</b>	<b>TOTAL</b>	<b>CORE</b>	<b>CASUAL</b>
<b>6-17</b>	<b>16.2%</b>	<b>10.9%</b>	<b>19.1%</b>
<b>18-34</b>	<b>27.9%</b>	<b>14.4%</b>	<b>35.5%</b>
<b>35-54</b>	<b>20.9%</b>	<b>14.8%</b>	<b>24.3%</b>
<b>55-64</b>	<b>14.0%</b>	<b>21.3%</b>	<b>9.9%</b>
<b>65+</b>	<b>21.1%</b>	<b>38.7%</b>	<b>7.7%</b>

- The 3.46 million participants represent 1.14% of the US population of 303M people ages 6+; the 1.3M Core players represent 0.41% of that population: demonstrating the tremendous potential for further growth of the sport.
- The SFIA US regions with the largest number of Core participants were:
  - South Atlantic (FL, GA, SC, NC, VA, WV, DC) = 264,000
  - East North Central (WI, MI, IL, OH, IN) = 242,000
  - Pacific (CA, OR, WA) = 242,000
  - Mountain (AZ, NV, NM, UT, CO, ID, WY, MT) = 165,000
  - These four regions account for 73% of Core players
- 56% of Core players live east of the Mississippi River

*Any citation of this data should reference the SFIA report as its source.*

### **USA Pickleball Association** [usapickleball.org](http://usapickleball.org)

USA Pickleball was formed in 2005 to promote the sport. It maintains the official rules, sanctions tournaments, provides player rankings and produces the annual USA Pickleball National Championships Tournament. It is run by a Chief Executive Officer, staff and a volunteer board of directors supported by an all-volunteer Ambassador corp. and thousands of dues-paying members.

### **USA Pickleball Ambassador Program**

USA Pickleball currently has a network of over 1,900 volunteer ambassadors who have pledged to promote both the sport of pickleball and USA Pickleball in their local area. They serve as local representatives for USA Pickleball for all activities related to pickleball within the area they represent. Ambassadors support and abide by all official rules, assist with local clinics/tournaments and look for opportunities to add/grow the game in their community. The USA Pickleball Ambassador Search feature can be found on the USA Pickleball website. [Click here.](#)

### **Community Grant Program**

A USA Pickleball Community Grant will provide current USA Pickleball members a maximum of \$250 reimbursement for the purchase of qualified pickleball equipment dedicated to a specific location. Special considerations will be given to locations with written "new player" training programs, areas with few pickleball locations in the vicinity, and individuals and groups that USA Pickleball deems most in need of financial assistance. For more information, please [Click here.](#)

### **High School Grant Program**

The High School Grant Program will award a maximum of \$350 in reimbursement to USA Pickleball members for the purchase of start-up pickleball equipment for regular high school physical education classes and after-school programs. The grants funding will be equally targeted to every defined USA Pickleball region and, when feasible, awarded to different communities within the region. Considerations will be given to schools and districts where pickleball is being introduced into the high school physical education curriculum and to schools that USA Pickleball deems most in need of financial assistance. For more information, please click on the following link: [Click here.](#)

### **USA Pickleball Social Media**

USA Pickleball social media followers support the sports steady growth. In December 2020, followers on Facebook numbered 26,527, almost double from two years ago. Instagram was added as a new channel in 2019 and ended the year with 12,383 followers. In November of 2020, USA Pickleball added an official Twitter account. USA Pickleball Social Channels saw 42% year over year growth from 2019 to 2020.

#### **Facebook**

- [USA Pickleball@usapickleballassociation](mailto:USA.Pickleball@usapickleballassociation)
- [USA Pickleball Juniors@usapickleballjuniors](mailto:USA.Pickleball.Juniors@usapickleballjuniors)

#### **Instagram**

- [USA Pickleball@usapickleball](https://www.instagram.com/usa_pickleball)
- [USA Pickleball Juniors@usapickleballjuniors](https://www.instagram.com/usa_pickleball_juniors)

## YouTube

- [USA Pickleball@usapickleball](https://www.youtube.com/channel/UCp1k1k1k1k1k1k1k1k1k1k1)

## LinkedIn

- [USA Pickleball@usapickleball](https://www.linkedin.com/company/usapickleball)

## Twitter

- [USA Pickleball@usapickleball](https://twitter.com/usapickleball)

### 2020 USA Pickleball Facts and Highlights (as of 12.31.20)

- **Places to Play:** USA Pickleball Places to Play Database: **8,735**. Over 800 new locations were added to the database (67 new locations per month).
- **Membership: 37,000** (decrease of approximately 4% due to the COVID-19 pandemic and the loss of most sanctioned tournaments including both the Indoor and Outdoor National Championships and 8 of 11 Regional Championships. As of April 1, 2021, USAP membership has nearly recovered the 4% membership drop and is currently over 40,000 members. Since 2017, USA Pickleball membership has doubled in size.
- **Total Courts: 34,094**
- **USA Pickleball Ambassadors: 1,976**
- **Sanctioning:** USA Pickleball was only able to sanction 59 tournaments due to COVID 19. Already in 2021, the number of USAP sanctioned tournaments is on pace for 200.
- **Grants:** USA Pickleball awarded 119 Community Grants and 27 High School Grants, with a total allocation of \$42,000. Pickle-Ball, Inc. joined USA Pickleball and donated 828 wooden paddles to various programs.
- **2020 National Championships:** The 2020 Margaritaville USA Pickleball National Championships was cancelled due to COVID-19. The event is scheduled to be played November 6-13, 2021 at the Indian Wells Tennis Garden with a record number of players already qualified.
- **Certified Referees:** Due to COVID-19, USA Pickleball was only able to certify a few new referees in 2020. By year's end, USA Pickleball had 211 Certified Referees.
- **Referee Evaluations:** USA Pickleball referee evaluators conducted a total of 25 referee evaluations.
- **Level I & II Referees:** USA Pickleball launched a new referee training program in April. In 2020, only 45 people were trained as either a Level I or Level II referee due to COVID-19 limitations.
- **Medal Matches:** All medal matches in the 2021 Margaritaville USA Pickleball National Championships will again be called by USA Pickleball Certified Referees.
- **Professional Pickleball Registry:** USA Pickleball's teaching and training partner,

# EXHIBIT 7

**“How Pickleball Won Over Everyone from Leonardo DiCaprio to Your Grandparents,” *Vanity Fair*, November 2021**

FROM THE MAGAZINE

NOVEMBER 2021 ISSUE

# How Pickleball Won Over Everyone From Leonardo DiCaprio to Your Grandparents

The addictive tennis-Ping-Pong hybrid might be the last thing red and blue Americans can agree on. “I literally want every person in the world to play this game,” says one convert.

BY CRAIG COYNE

OCTOBER 21, 2021



**Leonardo DiCaprio** plays every day—by his own rules, naturally. “It’s like a free-for-all,” one L.A.-based showrunner confides. Anyone hoping for face

time with DiCaprio might end up waiting until he finishes on the court. It's how things work in L.A. Mortals bide their time while movie star chases plastic ball with friends.

But DiCaprio is hardly alone in his obsession. Out of nowhere, pickleball is everywhere. This sneaky-fast amalgam of tennis, badminton, and Ping-Pong has been embraced by Larry David, Melinda Gates, Jamie Foxx, the Kardashians, Owen Wilson, Jillian Michaels, Zach Braff, and Giuliana Rancic. Pro athletes from Russell Wilson to Annika Sörenstam have mastered the dink and drive. Games break out in the Chicago Cubs bullpen. Reese Witherspoon mentioned pickleball in a birthday post to husband Jim Toth. George Clooney says his wife, Amal, routinely torches him on their home court in L.A. Joel Silver prefers to just watch. *Survivor* winner Tyson Apostol has parlayed his reality-TV fame into a career as a pickleball influencer.

This year's Sun Valley Conference, also known as the "summer camp for billionaires," featured pickleball action. *Entourage* creator Doug Ellin got hooked when pro golfer Phil Mickelson invited him to join a game. Not long after, Ellin swore off vacationing anywhere he couldn't play and found himself helping haul the 50-pound box of pickleball equipment his ex-girlfriend had shipped from the States up an Italian cliffside. "One of the great regrets of my life," Ellin says, "is that I didn't find this sport earlier. I literally want every person in the world to play this game."

If these names and places evoke an idea of exclusivity, remember that pickleball is just a goofy-sounding game featuring (usually yellow) plastic balls and (usually ugly) composite paddles on a hard surface roughly a third the size of a tennis court. Its origins remain murky, but most diehards agree the sport was invented by three dads (including a future U.S. congressman) on Bainbridge Island, Washington, in 1965. The rest is pure conjecture. Did the Founding Fathers create it to entertain bored children? Was it really named after a dog called Pickles that chased loose balls? While we might never know what actually happened off the Seattle coast, this much is certain: Three numbers are called before each serve in a doubles match, second shots must bounce, "bangers" are players who drive hard shots, and the area on either

side of the net is known as “the kitchen.” You don’t want to be in the kitchen until the ball has bounced in it. After that, you dink.

It’s easy to learn, I promise. It’s also accessible, affordable, and allows an almost unparalleled competitive balance across generations and genders. Fashion designer Sarah Staudinger plays at least twice a week with UTA chairman Jim Berkus’s wife, Ria, and best friends Ashley Underwood David and Isabelle Lawrence Thomas (the producing duo behind an upcoming pickleball documentary). On Sundays, their partners join. Age gaps and professional rivalries have melted away, and the unlikely crew now count one another among their nearest and dearest.

At L.A.’s sprawling Riviera Country Club, pro Matt Manasse (a.k.a. “Pickleball McNasty”) has earned a reputation as the “pickleball coach to the stars.” Private courts are popping up around L.A. at such a clip that Ria Berkus jokes it’s the new Hollywood status symbol. On the other side of the country, pickleball is creeping into the Hamptons, with private lessons offered at the exclusive East Hampton Tennis Club. But there’s just as much enthusiasm for the sport at the YMCA down the road from my parents’ house in Georgia. There, sandwiched between Walmart and Zaxby’s, seniors gather every Thursday morning with a portable net and paddles intended for padel—a different sport entirely.

Between 2019 and 2020, pickleball participation grew by a staggering 21.3 percent. *The Economist* declared it “the fastest growing sport in America.” It’s hard to make sense of that kind of growth. We could theorize as to what’s behind its surging popularity or just accept that pickleball is really fun and move on. The Sports & Fitness Industry Association estimates that 4.2 million Americans play at least once a year. That’s roughly the number of people in this country who play lacrosse and ice hockey combined. It’s also comparable to the population of Oregon—and greater than that of 23 other states. Schools across the nation are adding pickleball to their phys-ed curriculums. The stage is set for a vibrant youth movement in years to come.

The boom appears surprisingly democratic, as pickleball gains popularity across the socioeconomic spectrum. You can find courts at Carmel Valley Ranch outside Big Sur, California, and at La Casa mobile home park in North Port, Florida. How, at a time when America's rich and poor experience increasingly distinct realities, can anything hover above the political fray? Perhaps a low profile is to thank. Fair or not, we've labeled the NFL conservative and the NBA liberal. I've been to two major pickleball tournaments and can't remember if they even played the national anthem, let alone if anyone kneeled.

[Comment from Gretchen Bender – Each Pickleball Tournament day always starts with the National Anthem of the United States and often play the Canadian National Anthem as well]

**“I literally want every person in the world to **PLAY THIS GAME.**”**

Simone Jardim, a 41-year-old mother of two and savage destroyer of anyone challenging her position as the top-ranked women's player, ascribes pickleball's ability to bring different classes together to its humble roots in public venues. “On the same court, you can have a millionaire with someone living paycheck to paycheck,” she explains. “No one's interested in what you do for a living, only in how long you've been playing.” There's an egalitarianism to pickleball you don't often find in other sports. I've had my ass kicked by men (and women) in their 60s, I've beaten friends with private jets and current college athletes, and I regularly swap pickleball-related texts with a former U.S. president, the Australian rocker Alex Cameron, and a buddy who jumps the NYC subway turnstiles to save cash. It's not a group text, but still.

Given pickleball's explosive growth, it's no surprise that the professionalization—and commercialization—of the sport is under way. Equipment and apparel brands, media companies, and pro tours are banking on the sport producing transcendent stars. A storybook contrast atop the men's field promises hope of a breakout. Tyson McGuffin, the intense,

charismatic, tatted-up pride of Idaho, was dethroned in 2019 by Ben Johns, who won the national men's singles title as a junior at the University of Maryland after playing for only three and a half years. Johns's play inspires and frustrates in equal measure, offering a reminder of both what is possible and how far you are from achieving it. His greatness feels effortless in the way a savant's excellence often does. If McGuffin is Nadal, Palmer, and Ronaldo, Johns is Federer, Nicklaus, and Messi.

But greatness alone doesn't cut it. The prize money in pickleball still can't sustain a living. The 2021 Margaritaville USA Pickleball National Championships in Indian Wells, California—arguably the sport's biggest event—will feature a total purse of only \$90,000. At the last games, the men's and women's singles champions each took home a modest \$2,500 for their efforts. While Johns, almost certainly the world's best compensated player, has estimated his current annual pay at a robust \$250,000, most pros can't sniff that sort of haul.

Teaching and sponsorships often provide the most reliable sources of income. Coach, promote, compete. It's a grind even the top players must endure. Compare Johns's earnings to his fellow niche-sport GOAT, disc-golf legend Paul McBeth—who recently nabbed a single endorsement deal worth a guaranteed \$10 million—and you'll see how far pickleball lags behind.

Even if other alternative sports, from darts to cornhole, enjoy higher paydays or more TV airtime, pickleball might beat them to the ultimate prize. In May, the *Montreal Gazette* noted that pickleball has been called the fastest growing sport in Canada. The International Federation of Pickleball currently boasts 60 member countries, and a swelling global presence has inspired enthusiasts to lobby the International Olympic Committee for inclusion. A dream that might have appeared farcical only a few years ago suddenly feels plausible. If break dancing can head slide into Paris 2024, there's a banger's chance pickleball can bring the dink to the 2028 Los Angeles games.

# EXHIBIT 8

Recent TV Reports on the Pickleball Explosion!!

*The Today Show Hits the Pickleball Court to Give America's New Favorite Sport a Shot, November, 3, 2021*

Click to view [Today Show Hit PB Courts Nov 2021](#)

*NBC, The News with Shepard Smith, April 16, 2021*

*Why Pickleball is seeing a Pandemic boom*

Click to view

[The News with Shepard Smith](#)

# The TODAY team hits the pickleball court to give America's new favorite sport a shot

It's the sport that's fun and healthy. So what's all the fuss about?

By [Drew Weisholtz](#)

Nov. 3, 2021, 5:23 AM MST / Source: TODAY

Working at TODAY isn't all fun and games, but at least part of it is.

The TODAY team recently got together to play pickleball, a sport with a funny name that has been around since the 1960s, but has really come into its own in the past few years, with the number of courts in America tripling over the last decade.



Savannah gets ready to smash the ball, while teammate Al looks on.

Savannah Guthrie, Hoda Kotb, Al Roker, Carson Daly, Sheinelle Jones and Jenna Bush Hager played in a TODAY tournament to see what all the fuss is about, with the gang getting a crash course in the game they don't exactly play with any regularity.

"I like a sport where you could do it barefoot while holding a rosé," Savannah said.  
"That's my kind of sport."



Sheinelle and Carson are ready to dominate!

“The closest thing to pickleball that I’ve ever done is when I’m done making my bloody mary, I put a pickle right on in the middle there,” Carson said.

“I have never played pickleball, but I think I would love it because it has all the things I love,” Hoda said before taking the court. “I love tennis. I love pingpong. It’s right in between.”



Hoda and Jenna had a blast.

Her assessment hit the nail right on the head, as pickleball incorporates elements from those other sports. Played with a whiffle ball on a court that is smaller than a tennis court, players must serve underhand and avoid what is known as "the kitchen," or the area close to the net.

"It's just sort of an easy, accessible, fun, lighthearted sport to play, and you can play it at any age," Savannah said.

"I always love a sport where they say, 'Oh, and you know? You nice, little old person. You can play this. You'll barely know that you're moving,'" Al joked.



Mixed doubles was the way to go for Savannah and Carson.

Older people have indeed taken to it, since it's enjoyable, lowers blood pressure and strengthens agility. It has also won over people of all ages, too. Pickleball magazine publisher Wayne Dollard — yes, there's a magazine devoted to it — says the sport continues to soar.

To view the original click here:

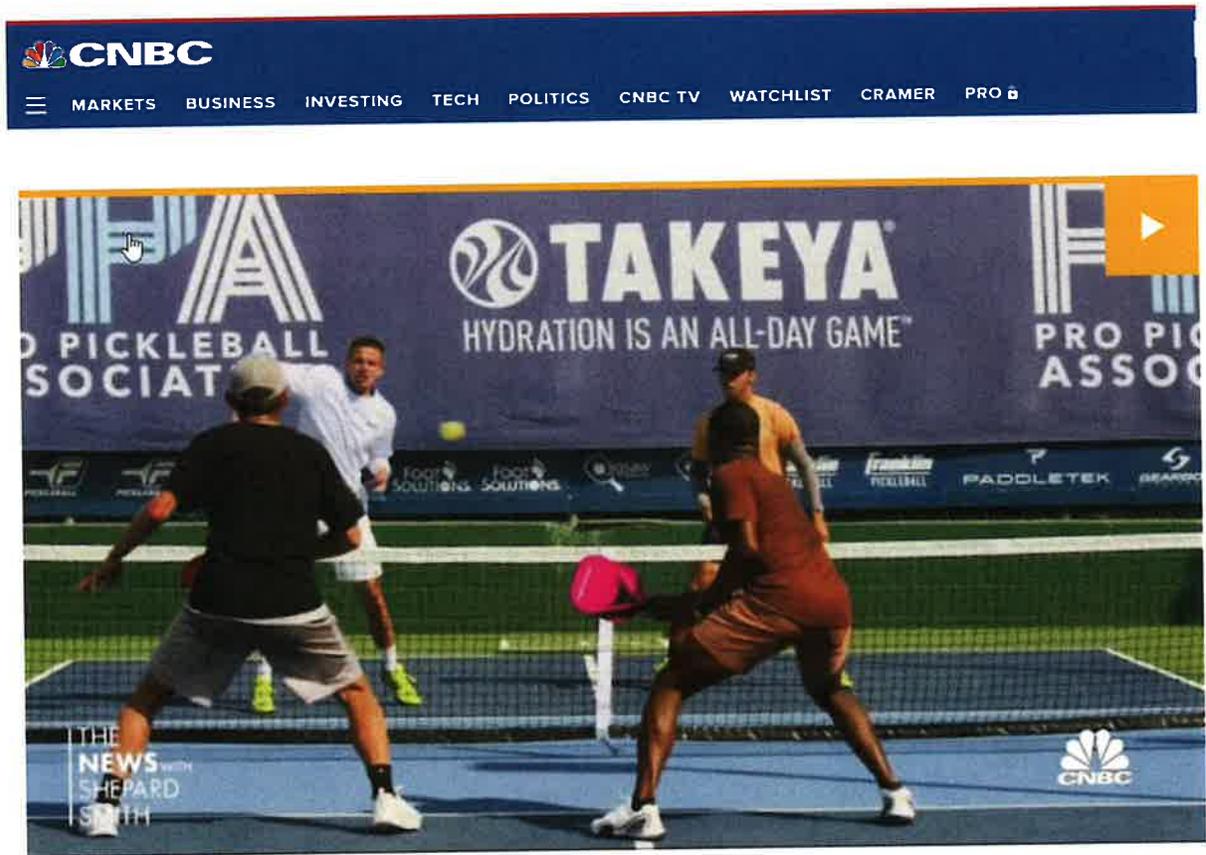
[https://www.today.com/news/sports/pickleball-popularity-soaring-see-today-show-team-play-rcna4421?cid=sm\\_npd\\_td\\_fb\\_ma&fbclid=IwAR2ehYKt5WZSsGP2sF70--1MIFJHMHCW9VWPsczj2XLq5m90ZmflzvJrO40](https://www.today.com/news/sports/pickleball-popularity-soaring-see-today-show-team-play-rcna4421?cid=sm_npd_td_fb_ma&fbclid=IwAR2ehYKt5WZSsGP2sF70--1MIFJHMHCW9VWPsczj2XLq5m90ZmflzvJrO40)

NBC, *The News with Shepard Smith*, April 16, 2021

# Why Pickleball is seeing a Pandemic boom

<https://cnb.cx/32p6EX8>

Definitely worth watching...



THE NEWS WITH SHEPARD SMITH

SHARE [f](#) [t](#) [in](#) [✉](#)

## Why pickleball is seeing a pandemic boom

# EXHIBIT 9

*Cubs Transform Wrigley Bullpen into Pickleball Court*, NBC Sports, May 8, 2021

Note – if you click on the article link, you can also see video of the Bullpen playing pickleball!

<https://www.nbcsports.com/chicago/cubs/cubs-transform-wrigley-field-bullpen-pickleball-court>

# Cubs transform Wrigley bullpen into pickleball court

MAY 8, 2021 / BY TIM STEBBINS



## The ball is in the Cubs bullpen's court.

The pickleball, that is.

We've seen Cubs relievers have their share of fun in the bullpen in recent years, from dancing after big home runs to putting on a concert with inflatable instruments.

They've taken their game to the next level, installing a pickleball net in the 'pen under the Wrigley Field bleachers. Check out Jake Arrieta playing a game.

The Cubs have leaned hard on their bullpen this season (135 1/3 innings, third most in MLB). Whether they only use the pickleball court before games, they relievers deserve to work hard and have some fun, too.

Now, the real question: Which Cub is the best pickleball player?

<https://www.nbcsports.com/chicago/cubs/cubs-transform-wrigley-field-bullpen-pickleball-court>

# EXHIBIT 10

## Here are a few samples of Pickleball in the Media & Culture

### 1. The Pickleball Channel

An online media channel that features live streaming, videos, instruction and general news about Pickleball

<https://www.pickleballchannel.com/>

### 2. National TV Stories (in addition to articles already cited)...

- a. NBC Nightly News with Brian Williams, March 18, 2014  
*Pickleball: The Fastest Growing Sport in America*

<https://www.youtube.com/watch?v=qmYF67dqNaQ>

- b. Ben & Collin Johns play PB on Live with Kelley & Ryan, Oct. 16, 2021

<https://usapickleball.org/news/ben-and-collin-johns-play-pickleball-on-live-with-kelly-and-ryan/>

### 3. Chicken N Pickleball Restaurants <https://chickennpickle.com/>

### 4. Article *Pickleball Celebrities – List of Famous People That Play!*

Easiest to read in digital format

<https://www.pickleballportal.com/blog/celebrity-play-pickleball/>

Here's the list:

Bill Gates

Melinda Gates

Ellen Degeneres

Nick Foles

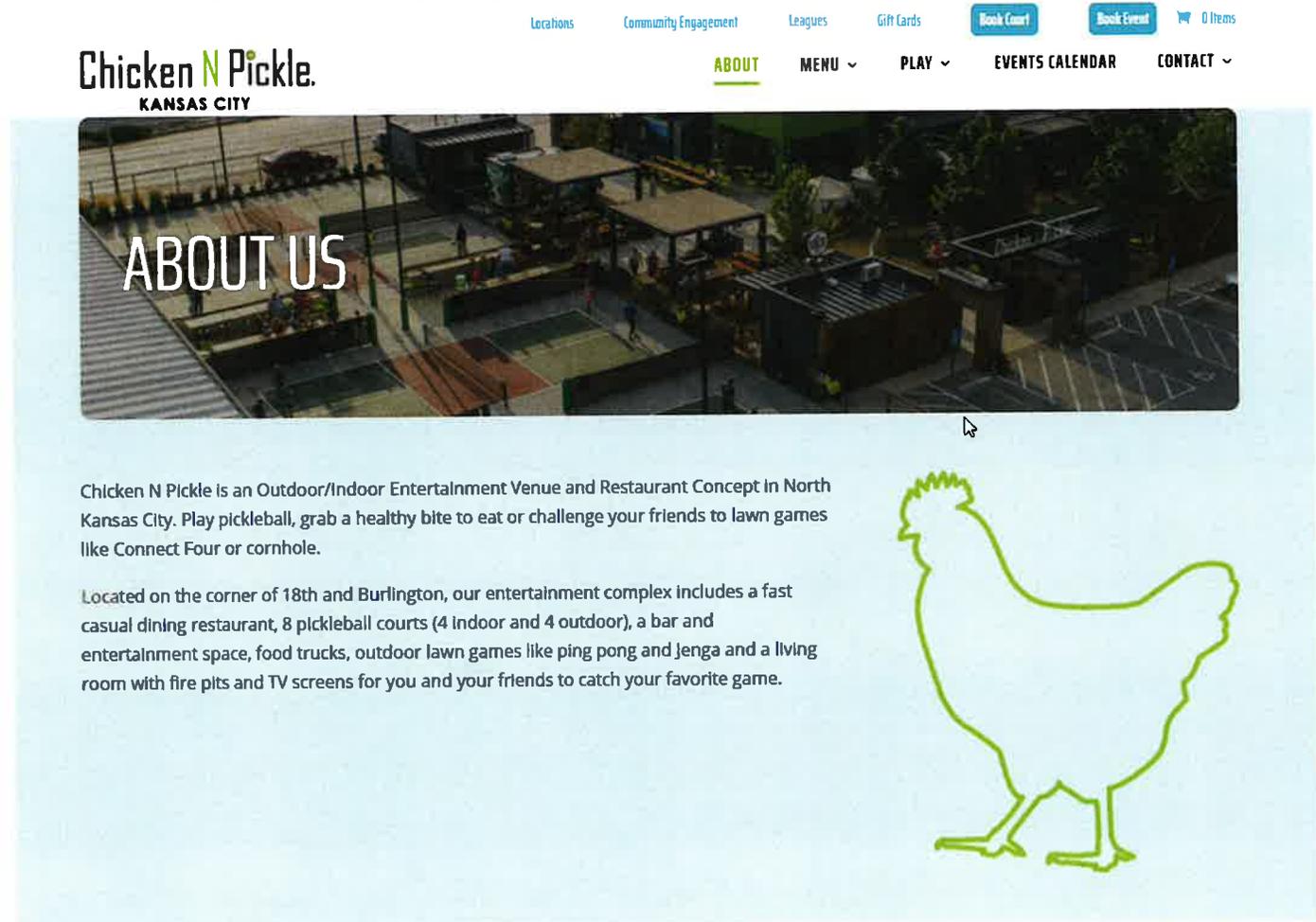
**Kim Kardashian  
Guiliana and Bill Rancic  
Jullian Michaels  
Andre Agassi**

## **5. Pickleball Songs & Music Videos**

- a. \*Pickleball for Life (features PB Pros)  
<http://youtube.com/watch?v=PijPnkHQjNQ>
- b. \*Pickleball Life  
<https://www.youtube.com/watch?v=mNtlqRkBIVA>
- c. Pickleball Anthem (explains the game)  
<https://www.youtube.com/watch?v=ho5YyBFq9Rg>
- d. Pickleball Song  
[https://www.youtube.com/watch?v=MtEWJSc\\_FJw](https://www.youtube.com/watch?v=MtEWJSc_FJw)
- e. Pickleball Uke  
<https://www.youtube.com/watch?v=OclaAiup4eg>
- f. Dinkin Problem Country Video  
[https://www.youtube.com/watch?v=vHfeF25Bl\\_0](https://www.youtube.com/watch?v=vHfeF25Bl_0)

O.K., here's a different concept.  
A PICKLEBALL RESTAURANT. Eat and Play. Love it.

“An Outdoor/Indoor Entertainment venue and Restaurant”



Locations Community Engagement Leagues Gift Cards Book Court Book Event 0 Items

Chicken N Pickle.  
KANSAS CITY

ABOUT MENU PLAY EVENTS CALENDAR CONTACT

# ABOUT US

Chicken N Pickle is an Outdoor/Indoor Entertainment Venue and Restaurant Concept in North Kansas City. Play pickleball, grab a healthy bite to eat or challenge your friends to lawn games like Connect Four or cornhole.

Located on the corner of 18th and Burlington, our entertainment complex includes a fast casual dining restaurant, 8 pickleball courts (4 indoor and 4 outdoor), a bar and entertainment space, food trucks, outdoor lawn games like ping pong and jenga and a living room with fire pits and TV screens for you and your friends to catch your favorite game.



Visit their web-site at <https://chickennpickle.com/kc/about/>

# EXHIBIT 11

## Some Articles regarding increased television broadcasting of Pickleball Tournaments

- In May 2021, **CBS Sports** broadcasted the Pickleball US Open. This was the first live coverage of a PB event. Article is attached.  
[https://www.coastalbreezenews.com/news/pickleball-broadcast-live-on-national-tv-for-first-time-ever/article\\_3dc72af9-251b-5810-9a1b-d6949e8ae457.html](https://www.coastalbreezenews.com/news/pickleball-broadcast-live-on-national-tv-for-first-time-ever/article_3dc72af9-251b-5810-9a1b-d6949e8ae457.html)
- In September 2021, the **Tennis Channel** provided live coverage of the PB Professional Association (PPA) Tour's Orlando Cup. According to The Tennis Channel Press release, the Tennis Channel and PPA formed a partnership. Article attached.  
<https://www.ppatour.com/pickleball-will-make-official-debut-on-tennis-channel-thanks-to-the-networks-new-agreement-with-the-ppa-tour/>

For information about the Tennis Channel's decision to air the Orlando Cup, please see Exhibit 12.

# Pickleball Broadcast Live on National TV for First Time Ever

- May 1, 2021 Coastal Breeze News. Staff.



When the finals of the U.S. Open Pickleball championships went live on CBS Sports Saturday night at exactly 7:00 PM, it marked the first time that the sport of pickleball was ever broadcast live on national television. CBS Sports is happy to be part of the experience at the East Naples Community Park.

Ray Colaiacovo handles all the details for the broadcast. He hooked up with U.S. Pickleball Open co-founder Terri Graham to make the live broadcast a reality. CBS projects there is a potential for 53 million homes to be reached for the finals, according to Colaiacovo.

“We started this thing a long time ago on a phone call with Terri Graham,” Colaiacovo said. “We do packaging. I do a lot of different sports on a lot of different networks. She called me because I was doing CBS Sports Network Pro Watercross. She said, ‘Hey, we want to be on CBS, too. How do we do that?’”

Colaiacovo continues, “I gave her some advice on what she should and shouldn’t do. Then she said, ‘You’re hired.’ I’m like, ‘Wait a minute. What are we doing?’ She hadn’t even told me what the sport was yet.”

So how did Colaiacovo react when Graham told him the sport was pickleball?

"I said, 'What is that?' Colaiacovo laughed. "She gave me a professional to go play with over in Delray Beach, near where I live. I learned the sport and fell in love with it. I ended up playing it a lot. After we finished playing, I called her back."

Colaiacovo has produced a taped version of the U.S. Open for CBS sports for the past several years.

"We broadcasted a week or two weeks later," he said. "We always had the ambition of going live. We were going to do it last year, but the pandemic hit. We decided this year we were *definitely* going to do it. We got with CBS Sports Network and they said, 'Let's go!' It's an interesting adventure for pickleball to do this. It's sort of an animal. With streaming you can get away with a lot of stuff. It's a little bit of an undertaking going live. And whenever you do an event, it's a challenge. The event needs to be on point because we're live. The event and us have to co-exist to make sure the event works as well as we do. There's a lot of timing things that go along with that."

Colaiacovo enjoys working with Graham and co-founder Chris Evon.

"Chris and Terri are absolutely my favorite clients, without a doubt," Colaiacovo said. "They just *get* it. They know what we have to do. They leave it in your hands to succeed. They're good at what they do. They understand that if you're good at what you do, you can get it done."

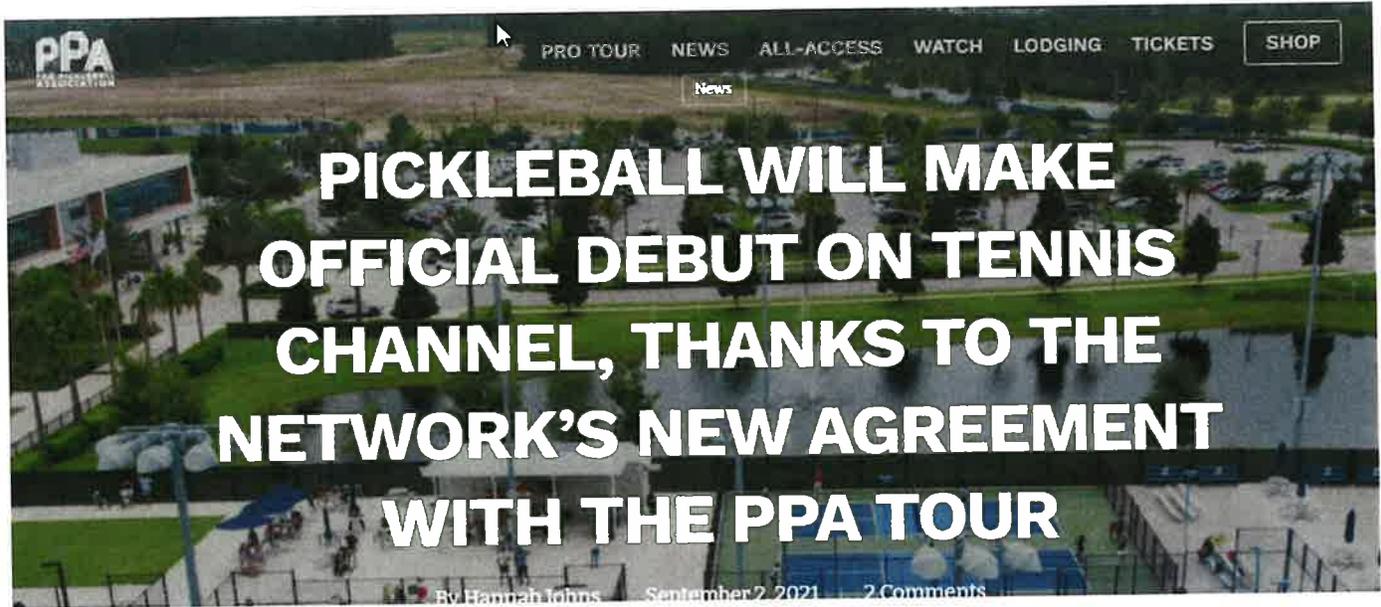
Colaiacovo and his team have experience covering a wide variety of sports. But they enjoy covering unique sports, like pickleball.

"We do a lot of other sports," he said. "From roller derby, to cricket, all the way to the ball sports. Everything you can imagine, we've done it. It's kind of the end-all-do-all thing for me – doing these kind of sports – creating your own formula, is *awesome* for me. Because of the creativity. With the professional ball sports, there's a formula, and you do what you're supposed to do. Here we do what we want to do. And that's cool."

One innovation Colaiacovo and his team came up with for this tournament is the kitchen camera. The kitchen is the seven-foot-deep area on either side of the net that is designated as a non-volley zone.

"A perfect example is the kitchen camera," Colaiacovo said. "We just made that up. And it's not manned. We put it on a scissor lift and locked it off. The funny thing is there's one camera that's not manned that we're probably on 70 percent of the time. You make the plan. You see what works. You see what the whole community likes. You check out the streams and the comments."

[https://www.coastalbreezenews.com/news/pickleball-broadcast-live-on-national-tv-for-first-time-ever/article\\_3dc72af9-251b-5810-9a1b-d6949e8ae457.html](https://www.coastalbreezenews.com/news/pickleball-broadcast-live-on-national-tv-for-first-time-ever/article_3dc72af9-251b-5810-9a1b-d6949e8ae457.html)



*The PPA Tour's Orlando Cup at the USTA National Campus on September 9-12th will kick-off Tennis Channel's historical premiere of professional pickleball action.*

**SALT LAKE CITY, UT (September 2, 2021)** – Tennis Channel, the 24-hour multimedia platform dedicated to tennis, will provide exclusive live coverage of Championship Sunday from 12:00pm ET – 6:30pm ET during the PPA Orlando Cup. The broadcast will include the finals from all five divisions of professional play: Men's Singles, Women's Singles, Men's Doubles, Women's Doubles, and Mixed Doubles.

This exciting new development in the sport marks the start of a mutually beneficial partnership between the PPA Tour and Tennis Channel, which could lead to additional events on the network in 2022 and beyond. The channel has a year-round production facility at the USTA National Campus in Orlando where the competition is being held, and will handle the entirety of the broadcast on Championship Sunday. It will receive the same level of detail and attention as Tennis Channel gives to professional tennis events, with announcers and sideline reporting, and a wide array of shots captured by jib cams, drone cams and rail cams. It is set to be the largest scale television production in pickleball history.

"We are thrilled to bring fans the best professional pickleball in the world and set the standard for tournaments and players everywhere," said Connor Pardoe, commissioner of the PPA. "Our new partnership with Tennis Channel only furthers that goal and ushers our rapidly exploding sport to the forefront of professional racquet and paddle sports."

Tennis Channel, which launched in 2003 and reaches 50 million U.S. homes, shows more live competition than any other single-sport network. It is the exclusive home of both the men's and women's professional tennis tours and offers coverage at all four majors. The network's first foray into pickleball firmly establishes pickleball within the world of popular sporting events and makes live professional action more accessible than ever to viewers.

"Pickleball's unprecedented growth in recent years has been on Tennis Channel's radar for a while," said John MacDonald, senior vice president, content programming, Tennis Channel. "It's an exciting sport that we think will greatly appeal to our viewers, 70% of whom play tennis recreationally, with a good number of them playing pickleball as well. We're pleased to welcome the PPA Tour to our network and look forward to cooperating in the future."

Announcer Noah Eagle will handle play by play during Tennis Channel's coverage of the Orlando Cup. He will be joined by analyst, Morgan Evans.

In addition to live television coverage on Tennis Channel, the Orlando Cup will air internationally on streaming service *Tennis Channel International*. Encore presentations of the event will be available to American audiences via domestic streaming service *Tennis Channel Plus*.

Tennis Channel's integration with the PPA Tour will include event marketing, promotional campaigns, social media collaborations, articles on Tennis.com and Tennis Magazine, and the production of creative content, including exciting pickleball storylines and features for Tennis Channel.

With millions awarded in player payout annually and thousands of players competing in tournaments each year, the PPA Tour supplies spectators and fans with the highest levels of pro play and competition. The PPA will also launch professional sports betting this fall, stimulating even more growth within this swiftly evolving sport.

Fans can find the first three days of live professional play from September 9-11 on the PPA Tour's Facebook page and YouTube channel. Live coverage of Championship Sunday on September 12th will be broadcast on Tennis Channel from 12:00pm ET - 6:30pm ET. You can also buy tickets here to join us in Orlando, FL and watch the best-of-the-best compete on the ground!

# EXHIBIT 12

## Email from the David S. Monks, Jr, Director of Research at the Tennis Channel regarding The Tennis Channel's decision to air the PPA Orlando Cup

### Forwarding Email from Joan Boyll to Gretchen on November 9, 2021

Hi Gretchen - below please find the info that the Director of Research at The Tennis Channel sent to me for our proposal.

----- Forwarded message -----

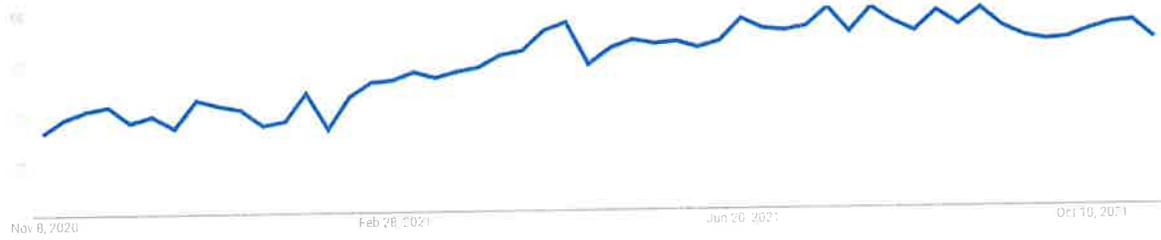
On September 12<sup>th</sup>, TENNIS CHANNEL aired the PPA Orlando Cup. New viewers to the channel flocked to the coverage, with the number of viewers doubling from the year-ago time period average.

In a recent survey using a Tennis participation panel, nearly 20% of the respondents said that they play pickleball – and this was split almost evenly among both men and women

According to a survey prepared by the Sports Marketing Surveys USA, Pickleball is among the top 10 (ranked #6) "Growth Sports/Leisure Activities" in calendar year 2020 versus 2019 – growing 21.3% year-over-year, outpacing other leisure sports such as hiking, camping, kayaking, volleyball and fast-pitch softball.

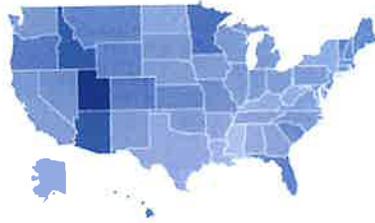
Despite a slight dip recently, according to Google Trends, interest in Pickleball has more than doubled versus last year at the same time:

Interest over time



And Arizona is where a lot of this interest is coming from:

Interest by subregion

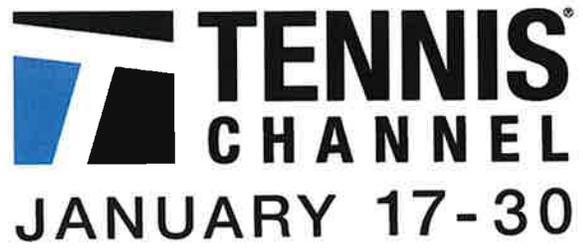


Rank	Subregion	Interest
1	Utah	100
2	Arizona	60
3	Idaho	58
4	Delaware	44
5	Hawaii	43

**David S. Monks, Jr.**

Director, Research

**C 310-427-9992**



--  
Joan Boyll

# EXHIBIT 13

In July 2021, publishing veteran Dick Porter, launched In Pickleball, a lifestyle magazine dedicated to Pickleball.

New York Post article, July 20, 2021, attached

# Pickleball craze inspires new lifestyle magazine

By [Keith J. Kelly](#) July 20, 2021 5:50pm



The popularity of Pickleball merited a magazine.

The pickleball craze [sweeping America](#) has gotten so out of control there will soon be a lifestyle magazine dedicated it.

Publishing veteran Dick Porter, formerly with Meredith, has teamed up with magazine designer J. Armus to launch In Pickleball, a new sports-lifestyle magazine aimed at fans of the fast-growing game.

The publishing duo say In Pickleball will be “the Vogue of Pickleball,” printed on heavy stock and appeal to the mostly older and well-off Americans who live for the game.

The first issue features [Teddi Mellencamp Arroyave](#), a former star of “The Real Housewives of Beverly Hills” brandishing her pickleball racket.

The first issue will be distributed free to about 30,000 of the sports adherents via resorts, hotels and other venues known to attract pickleballers. Thereafter readers will be charged \$7.99 a copy.

Articles include “America’s fastest growing sport: How pickleball conquered the nation,” and “Quiz: What kind of pickleball player are you?” “Coming out of this pandemic, people crave a sense of community and escape,” said In Pickleball creative director Armus, who has worked on [O, the Oprah Magazine](#), Entertainment Weekly and Everyday with Rachael Ray, and who recruited Porter to be president of Pickleball LLC.

“Pickleball is an inclusive community that welcomes anyone who wants to experience the joy of playing,” Armus said “The minute you step onto a court, you can have a good time. It’s something we need in our culture.”



**Prospective subscribers? At the newly opened West Reading Pickleball Courts in Pennsylvania, Chris Kaag, the founder of the IM ABLE Foundation, tries out pickleball with his son Carter, 8, last month. MediaNews Group via Getty Images**

For anyone who doubts that the pickleball craze is real, consider sportscaster Taylor McGregor's May segment on how the Chicago Cubs baseball team had grown “addicted” to the game after some players set up a net in the bullpen.

“Now the team has become addicted to playing some pickleball in the course of a game,” McGregor said in the segment, which featured a T-shirt worn by coach Mike Napoli that read: “Stay out of the kitchen. Play pickleball.”

It’s not just the Chicago Cubs. The Westin Mission Hills Golf Resort & Spa in Rancho Mirage, Calif., now features only three tennis courts, but 12 pickleball courts. And the Marriott’s J. W. Desert Resort in Phoenix offers a “Pickleball Package” for under \$300 a night.

"It started in the pacific northwest in the 1960s, but it really took off recently," said Porter, who noted that pickleball courts are quickly outpacing tennis courts across the country, but especially in the south.

While Porter thinks the magazine will appeal mostly to the 50+ bracket, he points out that younger people, including He said he expects the sport to [continue to grow](#) to more than 20 million participants in the USA, and if that happens he expects the magazine to hit circulation of 500,000. high schoolers and the Chicago Cubs, are embracing the game as well.

"While we will welcome all advertisers, we think like many magazines today, it has to be reader supported," Porter explained of the magazine, which he sees as just the first step in what will ultimately become multi-platform, involving social media, a Web presence and e-commerce.

Pickleball is a cross between badminton and wiffleball. The game's founders include the late Congressman Joel Pritchard and two associates, Bill Bell and Barry McCullum, who invented it while on vacation in 1965.

The trade association USA Pickleball said that by 2019, there were 30,000 pickleball courts in the USA, a 133 percent increase over five years.

For Porter, specialized sports publications are in his blood.

"My first job in publishing was with the magazine Fly Fisherman with Ziff Davis Publications, which had specialized sports magazines like Backpacker and Sports Diver as well as some small tech magazines covering the nascent computer industry. In a lot of ways, I am going back to my roots," said Porter, who left Meredith six years ago.

He would not disclose the financing but said the early backers are basically friends and family, drawn predominantly from the West Coast.

"We have more than enough money to make it happen," said Porter.

He said he expects the sport to [continue to grow](#) to more than 20 million participants in the USA, and if that happens he expects the magazine to hit circulation of 500,000.

<https://nypost.com/2021/07/20/pickleball-craze-inspires-new-lifestyle-magazine/>

# EXHIBIT 14

**Research Memo by Joan Boyll & Gretchen Bender: Institutional Growth in the Sport of Pickleball Since 2018**

**This Research memo outlines growth in some key organizational institutions and explores some of the new Pickleball institutions – such as new professional tours. These changes will insure the future growth of Pickleball, particularly in Arizona and the greater Phoenix area.**

## **Institutional Growth in the Sport of Pickleball Since 2018**

Research Memo by Joan Boyll and Gretchen Bender

January 2022

The sport of pickleball has changed (and grown) since the opening of Anthem's Pickleball Complex in January 2019. Not only have existing organizational institutions grown, but significant new organizations have appeared. Over the last three years, we now have more varied tournament options – including pro tours, more (and different) organized play-options, professional coaching standards, and the beginnings of organized youth play. The main governing body for Pickleball in the US remains the USA Pickleball Association (USA Pickleball). But in the last three years, other organizations have appeared – giving more players, more options for competitive play. Arizona and the greater Phoenix area (with institutional leaders located in Surprise and Mesa) remain a significant hotbed for the sport and its continued growth.

Over the last three years, some of the most important Pickleball organizational developments have been in these organizations:

### **USA Pickleball Association**

Headquartered in Surprise, Arizona, USA Pickleball is the national organization for all US pickleball players. It was formed in 2005. Its mission is to promote the development and growth of pickleball in the United States and its territories. Membership as of November 2021 was more than 43,000. Membership has doubled in size since 2017.

The USA Pickleball is the national governing body for the sport of US pickleball in and provides players with official rules, tournaments, rankings and promotional materials. The association is a nonprofit 501(c)(3) corporation and governed by a board of directors and professional staff who provide the guidance and infrastructure for the continued growth and development of the sport.

Among its offerings, USA Pickleball has a High School Grant Program that provides up to \$350 for the purchase of start-up pickleball equipment for regular high school physical education classes and after-school programs.

Some recent USA Pickleball initiatives and programs that are designed to grow the sport include:

- 2018 Professional Pickleball Registry becomes the official education and certification partner of USA Pickleball
- 2018 USA Pickleball and AAU form a strategic alliance to provide youth and adult programming
- 2019 USA Pickleball shifted from subjective assessment of the player's skill level and instituted an objective player rating system – the Universal Tournament PB Rating (UTPR). This is a numerical figure that best represents the skill of the particular player and is based on tournament results over the past 36 months. It is currently used primarily for tournament seeding.
- 2020 USA Pickleball created a new membership for youth program providers. This initiative provides educational and instructional resources to its Youth Program provider members.

### **New Pro Tour: The Association of Pickleball Professionals (APP)**

When the Anthem PB Complex opened in January 2019, the opportunity for competitive tournament play – **including professional play** -- generally was limited to USA Pickleball Association sanctioned tournaments and other large non-sanctioned tournaments, typically listed on [pickleballtournaments.com](http://pickleballtournaments.com). **This has changed.**

The Association of Pickleball Professionals (APP) and the Professional Pickleball Association (PPA – see below) are recently created professional pickleball tournament tours with cash prize payouts. And, Major League Pickleball (MLP, see below) just finished its first season. These organizations will dramatically change the sport.

APP has a vision of creating a series of tournaments where individuals can set performance goals, track results, and play against peers in a sanctioned tour environment while adhering to all USA Pickleball guidelines. The 2021 APP Tour

has more than \$700k in prize money for professionals, while all player athletes are encouraged to qualify for the season ending championships – The APP Masters International Championships.

The 2021 APP Tour held 18 tournaments and more than \$700,000 in prize monies. The 2022 APP tour will double that – with more than 32 tournaments with a total purse of \$1.7 million. Tournaments are scheduled throughout the United States – including several at the new Legacy Bell Bank Park (Mesa), Prescott and Casa Grande. And, throughout the world, primarily Europe with the Guadalajara (Mexico) Open, England Open, French Open, Spanish Open.

### **New Pro Tour: Professional Pickleball Association (PPA)**

The PPA was founded in 2018 as the premier provider of professional and amateur pickleball tournaments for **all** ages. In 2021, they welcomed between 15,000-20,000 players to their events and awarded over \$1 million in total payouts to players. It currently hosts tournaments in the US and Canada and are looking at expanding to the international stage as the sport continues to evolve.

In 2022, it will hold more than 20 events at world class facilities like the Linder Family Tennis Center in Cincinnati, the Aviva Center in Toronto and the Darling Tennis Center in Las Vegas. PPA broadcast partners include FOX Sports, Tennis Channel, CBS Sports and ESPN.

Importantly, PPA tournaments include Junior tournaments. **In 2021, 11 PPA junior pickleball tournaments were on calendar. This includes the Junior PPA Championship (Oct 2021, Las Vegas) and the Junior PPA Masters (Dec 2021, La Quinta, CA).**

In 2022, the PPA Tour series started at the JW Marriott, Desert Ridge—where Carvana was the exclusive title sponsor. In February, another PPA tournament will be held at Legacy Sports Village-Bell Bank Park (Mesa).

### **New Pro “Tour”: Major League Pickleball (MLP)**

2021 introduced Major League Pickleball (MLP) to the world. The founders (all with significant investor pedigrees) “believe that pickleball makes the world a

better, more joyful place. So our greater purpose is to build the sport we love so much and bring it to as many people as possible.” To that end, MLP showcases the best pickleball players in a **team** format. It has 32 players – 16 women and 16 men. Teams “draft” players (streamed live) and then compete against each other in a Round Robin format (also aired). MLP is committed to help their players “maximize their earning opportunities.” In 2022 (Season 2), MLP offers their 32 players more prize money, new draft cash bonuses, lodging allowances, totaling \$217,000.

### **The Professional Pickleball Registry (PPR)**

Just four short years ago, Pickleball established a national Professional Pickleball Registry – for the education and certification of PB coaches and instructors. Founded in 2018, the PPR was founded to educate and serve pickleball coaches. PPR is modeled after its sister company, the Professional Tennis Registry. PPR is the official education and certification partner of USA Pickleball, the governing body of pickleball in the US.

Anthem has several Anthem residents that are certified PPR coaches/instructors, including Gretchen Bender, Michele Eckloff, David Smith and Ryan Trefry.

### **Amateur Athletic Union Pickleball (AAU)**

This is probably one of the most exciting developments for Youth Pickleball!

Started in 1888, AAU is one of the largest nonprofit, volunteer, multisport event organizations in the world. It has nearly 700,000 members and 150,000 volunteers across 41 sport programs in 55 US districts. Among other things, AAU holds the AAU Junior Olympic Games, the largest multi-sport event in the country. AAU sports include: badminton, baseball, baton twirling, basketball (boys & girls), cheerleading, diving, football, dance, golf, gymnastics, hockey, jump rope, karate, soccer, strength training, surfing, swimming, taekwondo, track and field, trampoline and tumbling, volleyball, wrestling and, now -- PICKLEBALL!

AAU’s participation in pickleball is in its nascent phase. In 2017, AAU demonstrated the sport at the 2017 AAU Junior Olympic games. In February 2018, AAU held its first PB tournament. By April 2018, AAU added PB as a sport at

the AAU Junior Olympics. In 2018, AAU and the USA Pickleball announced a strategic alliance to provide both youth and adult programming for athletes across the country. These programs are designed to broaden pickleball awareness among youth and adults and to increase general participation.

Today, the AAU Pickleball Program offers pickleball opportunities for boys and girls under 18 in all skill levels. Events are held throughout the country, including local competitions, invitational, leagues, and national level events. In the last 6 months of 2020, there were 4 Tournaments held in the US focused on junior level play. In 2020-2021, AAU held more than 12 Juniors Tournament – including the AAU Olympics, the 2021 AAU International Games, two tournaments in Arizona (Wickenburg & Tucson) and a tournament in nearby Las Vegas.

In 2020, AAU representatives met with key Phoenix players, included Anthem resident Gretchen Bender, about bringing AAU Pickleball Youth Leagues to the Greater Phoenix area. In 2021, Surprise had an AAU Youth League, with 25 participants. In 2021, there were 11 AAU junior Pickleball tournaments scheduled, 11 PPA junior pickleball tournaments, and 1 Utah junior Pickleball tournament for a total of **23 Junior (18 and below) tournaments being held in 2021.** (In contrast, our reviews indicate that in 2020, there were only 4 junior tournaments; and in 2019, there were none).

### **The Arizona Pickleball Player's League (APPL)**

Pickleball has always had an “organic” growth component – the player-volunteers develop the sport, found organizations and organize competitive play options. For example, in the greater Phoenix area, one player developed “Intercommunity play” for all Arizona USA Pickleball rated women players, in the 3.5, 4.0, 4.5 and 5.0 skill divisions. Her goal was to help tournament players develop their skills and meet potential tournament partners. Players then arranged for court times every Wednesday throughout the entire greater Phoenix area. Anthem players participated in Intercommunity Play and Anthem Player Barb Patterson was part of the Intercommunity Play Leadership Team. In 2020, this option disappeared due to various Covid-related restrictions. But, the players have developed other – and perhaps better – options.

The Arizona Pickleball Players League (APPL) concept arose in 2012 as an informal team “tournament” with players from Fountain Hills, Sun Lakes and Chandler. Shortly thereafter, the first East Valley Interclub League (EVIL) started as a men’s league with teams from Awatukee, Sun Lakes Cottonwood, Sun Lakes Iron Oaks, Solera and Trilogy. After Season 1, other communities expressed interest in joining EVIL. Then a women’s division was added and, later, a Mixed Doubles division started. Interest grew and a Casa Grande region was created.

In 2019, a core group of men players piloted the APPL league (then called the “Salad” League). The concept borrowed from US Tennis Association Interclub League play – developing regions, with teams that played each other on a weekly basis during a specific Season. Then regional winners would play each other – eventually with a national championship among the state’s regional winners.

In 2021, APPL expanded by creating regions in Tucson and the Phoenix West Valley. In 2021, Anthem participated in the Phoenix West Valley, with a 12 player Women’s Team (of Anthem residents), 4.0 skill level. The Anthem Aces placed second in its region. (Falling short by 3 points). Then, the West Valley Women’s 4.0 winner won gold at the State APPL Championships.

Today, there are four APPL regions: East Valley (including EVIL, a division for senior community facilities and rec centers), Casa Grande, Phoenix West Valley and Tucson. Regional winners participate in the state championships. Registration for the Phoenix West Valley Season 2 has closed, and participation has dramatically expanded. The West Valley has 93 teams, 12 venues, and over 1,000 players for the 2022 season. Statewide, the APPL League is anticipating over 3,000 players. And, in 2022, Anthem will have two Women’s Teams of Anthem residents – 4.0 and 3.0 skill levels. Last Summer APPL piloted a Summer League for the White Mountain Region (Show-Low, Pine Top and Lakeside) and a League will officially start this Summer.

The Arizona AAPL format and league has attracted interest from other states – including Texas. It is expected that the Arizona volunteer base will continue to expand and will lead in the development of an APPL-type league through the entire country – eventually hosting a national championship.

# EXHIBIT 15

Links to game-changing new Arizona Facilities:

- Legacy Sports Village – Bell Bank Park  
[Bell bank park.com](http://Bellbankpark.com)  
Click here to [Explore the park](#)  
Information on Legacy Pickleball  
<https://legacysportsusa.com/sports/pickleball>
- Espire Sports (Prescott)  
<https://espiresports.com/>

# EXHIBIT 16

**Largest indoor pickleball facility in the country opening in Chandler,  
Chandler News, October 25, 2022**



@cityofchandleraz



Get ready for a fun weekend at the Chandler Museum's closing celebrations for the Bigger than Boxing exhibit! FRIDAY Jan. 28 | 6-9 p.m. Enjoy music, food. Double Dutch demonstrations and an evening... Read More

@cityofchandler



Get ready for a fun weekend at the @chandlermuseum's closing celebrations for the Bigger than Boxing exhibit! FRIDAY Jan. 28 | 6-9 p.m. Enjoy music, food. Double Dutch demonstrations and an evening... Read More

@cityofchandleraz



The City will be conducting a public meeting on proposed Water, Wastewater, Reclaimed Water and Solid Waste Rate Increases in the City Council Chambers, 88 E. Chicago St. and virtually on Monday.... Read More

# Largest indoor pickleball facility in the country opening in Chandler

Home News Center

Oct. 25, 2021



*The fastest growing sport in America just got better*

CHANDLER, Ariz. – Pickleball Kingdom announced that it will be opening the first dedicated indoor pickleball facility in Arizona and the largest in the United States in the first quarter of 2022.

"Chandler's entrepreneurs are thriving and we are ecstatic over the announcement made by Mike Rodrigues that Pickleball Kingdom is opening in Chandler," stated Mayor Kevin Hartke. "Sixteen pickleball

courts dedicated to indoor recreation is a win for Chandler residents."

"Pickleball is the fastest growing sport in America because it's fun," said Mike Rodrigues, founder of Pickleball Kingdom. "What's not fun is waiting for a court, playing in the heat and having the wind affect your game. We've solved all those problems."

Features and benefits of Pickleball Kingdom include:

- 16 indoor courts
- Entire facility will be air conditioned
- Memberships
- Visitors welcomed
- Court reservations
- Tournaments
- Leagues
- Lessons
- Pro Shop
- Snack Bar
- Beer and wine
- Locker rooms with showers
- Ball Machines
- Party Room
- Corporate Events
- Birthday Parties
- Lounge areas

Pickleball Kingdom will be located in Chandler on the northeast corner of Ray and Rural roads. Its mobile app will allow members and visitors to reserve courts and sign up for tournaments and leagues. For more information, visit Pickleball Kingdom.

<https://www.chandleraz.gov/news-center/largest-indoor-pickleball-facility-country-opening-chandler>

# EXHIBIT 17

*'The Topgolf of Pickleball' is coming to metro Phoenix. What we know about Electric Pickle, AZ Central, Sept. 23, 2021*

# 'The Topgolf of pickleball' is coming to metro Phoenix. What we know about Electric Pickle



**KiMi Robinson**

Arizona Republic, September 23, 2021

A new pickleball-themed entertainment complex is set to open in Tempe next year.

Electric Pickle will offer nine pickleball courts, as well as space for cornhole and bocce ball. Plans also include a two-story restaurant and three bars, including a rooftop bar and balcony, that can serve 600 guests. Live music and gatherings can take place on the lawn outside.

The venue, which aims to open in late 2022 or 2023, will be at Jewel Street and Emerald Drive, just north of Warner Road. It will be Electric Pickle's first U.S. location and Eureka! Restaurant Group — the California-based parent company of Rockets & Pineapples, which is behind Electric Pickle — plans to open more in Texas and the Southwest.

A second venue in Arizona is planned for the Scottsdale area.

“Electric Pickle aims to be the Topgolf of pickleball,” said Paul Frederick, co-founder of Eureka! Restaurant Group.

The venue promises “high-quality food and beverage options,” including Mexico City-inspired tacos, Korean protein bowls, backyard-style burgers, handcrafted cocktails, California wines and North American craft beers.

The project is still in the early stages and is under review by Tempe's community development department. Construction is scheduled to begin in early 2022.

<https://www.azcentral.com/story/entertainment/life/2021/09/23/electric-pickle-pickleball-arizona-locations/5804491001/>

# **EXHIBIT 18**

**More about Maddie!**

## USA Pickleball JUNIOR SPOTLIGHT

# MADDIE TOREN

By Hope Tolley



**M**addie Toren, 17, of Phoenix, Arizona, is making her mark in the pickleball community both as a player and as a referee. Since being introduced to the sport in 2021, Maddie has played in six tournaments and won gold in 3.0 19+ mixed doubles, become a certified line judge and level one trained referee, and reached more than 600K views on her pickleball-related TikTok videos.

Maddie first started playing pickleball in February, 2021, when she was introduced to the sport by her uncle. Her initial experience of playing pickleball led her to further explore the sport. As her family's interest grew, they invested in equipment, learned the rules, put a portable net in their garage and have plans to purchase an RV to travel to tournaments throughout the year.

After playing for only a few months, Maddie was falling in love with the sport and the community. She worked with her local pros, Ryan Trefry and Dave Furman, which led to new skills and improved abilities. In May of 2021, Maddie entered her first tournament at the National Pickleball Celebrity Tanning Open playing 3.0 19+ doubles with her mom, Crystal, and mixed doubles with her dad, Adam. She and her mom finished one game away from the medal matches, and she and her dad won gold in their bracket.

After that tournament, Maddie was determined to learn more and improve her game by drilling, watching YouTube and Pickleball 360 videos, and pushing herself by playing with skilled players.

In addition to playing pickleball, Maddie has become a certified

level one referee. Based on guidance from her regional referee trainers, she took an online refereeing course. She was also introduced to Leslie Shauncy, a referee from Gilbert, Arizona, who was able to guide Maddie through the process to become a referee, which included self-study, online tests, an eye exam, and becoming a certified line judge. Following that, she shadowed referee Bill McManus at a local tournament. After watching him for four games, she decided to give it a try. Bill stood with her as she called out the score, watched for faults, and kept track of the score on her clipboard. Maddie's goal is to become a certified level two referee in early 2022.

Off the court, Maddie is equally impressive. She is a successful entrepreneur and CEO of an eco-friendly clothing business, OM Warrior. Also, she has been working behind the scenes on a new pickleball apparel brand she is launching with her brothers (Jacob, 13 and Cash, 11) called PKLD. Additionally, she is a certified kids and teen yoga instructor and has an online animated yoga video series for kids, which provides a fun way to practice yoga poses and mindful breathing.

Maddie's goals as a pickleball player are to continue to share her knowledge and tips on social media (@maddietoren) so others can learn from her experiences. She wants to reach a younger audience to grow a younger pickleball community. Her goals as a pickleball referee are to referee honest and fair matches, grow with the sport and contribute to the evolution of the rules, guides, and overall professional pickleball playing experience. •



## Who is Maddie Toren?



Maddie, 17, is making her mark in the pickleball community both as a 4.0 player and a referee. Despite having only been introduced to the sport in early 2021, Maddie has already accomplished much, including playing and winning in several tournaments, becoming a certified line judge and the youngest "level two" USA Pickleball referee. She's on her way to becoming a certified referee.

When Maddie saw the need for fun and valuable social media videos in the pickleball space, she started building her brand by bringing the pickleball community funny and relatable videos, yoga tutorials, and fashion favorites.

She's passionate about inspiring and growing the young generation of pickleball players and sharing daily content on Instagram and TikTok (@MaddieToren). Maddie has already surpassed **over 1 million** views on her pickleball related TikTok videos.

She's collaborating with pickleball and clothing brands, and with her brothers Jacob (13) and Cash (11) Maddie is launching her own pickleball clothing brand *PKLD* (JoinTheJar.com)



**maddietoren**

Maddie Pickleball

Follow



35 Following 1011 Followers 110K Likes

Welcome to PickleballTok 🍷  
Teen pickleballer, referee, and aspiring coach

[linktr.ee/maddietoren](https://linktr.ee/maddietoren)

Videos

Liked



@maddietoren #sports #pi...



It's either out or it's not 🤔 ...



If you could play pickleball...



#pickleball #pickleballtik...



Let's do this together 🍷 ...



This is my jam #pickleball ...



**Maddie Toren Pickleball**  
@maddiepickleball · Athlete

Learn more

Invite re

Home Reviews Videos Photos More

Like

Message

Search

### Ask Maddie Toren Pickleball

Can you tell me more about yourself?

Ask

Can I learn more about your background?

Ask

Are you available to chat?

Ask

Where are you located?

Ask

Type a question

Ask

### About

See all

Maddie started playing pickleball in February 2021. She's earned a UTRP rating of 3.5 and is a certified line judge and level one referee with USA Pickleball. See more

107 people like this

107 people follow this

<https://linktr.ee/maddietoren>

Send message

hello@maddietoren.com

Athlete Sports Sports team

### Photos

See all



Create post

Photo/video

Check in

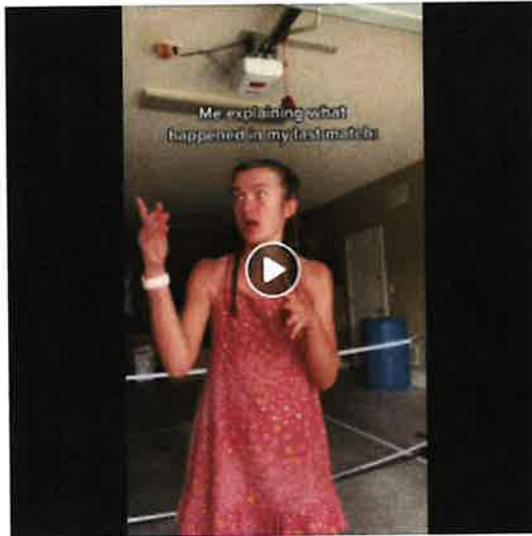
Tag friends



Maddie Toren Pickleball

January 24 at 7:24 PM · 🌐

Some matches I relate to this too much 🍷 #pickleball #sports #comedy



Like

Comment

Share



Maddie Toren Pickleball

# Pinterest



## Maddie Toren Pickleball

[linktr.ee/maddietoren](https://linktr.ee/maddietoren) · @maddietoren · Teen pickleballer, yoga instructor, line judge, and referee

15 followers · 8 following

25.3k monthly views



Follow



Created

Saved

# Instagram



maddietoren

Follow

55 posts 836 followers 369 following

### Maddie Toren Pickleball

Athlete

Teen pickleball player 🏓 🏓 🏓

USAPA level two referee and line judge

InPickleball | Zane Navratil Pickleball

TikTok: maddietoren (1M views)

[linktr.ee/MaddieToren](https://linktr.ee/MaddieToren)



Mentions



Discounts



More tour...



PB living!



Refing



APP Tour



PB doggos ...

POSTS

REELS

VIDEOS

TAGGED



# EXHIBIT 19

**Report by Rick Kesselman re walking times to Anthem Restrooms. (October 28, 2021). Findings show that walking time from PB courts to restroom is consistent with acceptable proximity standards for other Anthem amenities.**

Gretchen and Joan,

The following is my report on the time it took to walk from various sports areas in the Community Park to the nearest restrooms. The times were taken on October 27, 2021 at 5- 6pm. The weather was beautiful. The entire park and all the fields were busy with sports practices and resident use of all the amenities. I walked at the same pace (approximately 2.5- 3.0 mph) for all measurements. That pace is probably similar for most residents.

1. From the Pickleball courts ramada to the Community Center entrance. 2 minutes, 3 seconds.
2. From the skate park to the Adventure Playground restroom. 2 minutes, 6 seconds.
3. From the Discovery Playground (this is the tot fenced playground just south of the skate park), to the Adventure Playground restroom. 3 minutes, 33 seconds. There is a closer restroom but it was locked. Tots and parents were using the playground.
4. From the basketball courts and sand volleyball courts adjacent to the above tot playground were similar to number 3 above.
5. From the middle of the basketball courts just east of the upper parking lot to the Adventure Playground restroom. 1 minute, 58 seconds.
6. From the four baseball fields in the northeast corner of park to the restrooms by the multiple sports fields at the southern end of the park. Those restrooms at the southern end were open. 5 minutes, 10 seconds. There is a restroom in the middle of the four baseball fields but it was locked. Kids and parents were playing and practicing on all four fields.

In summary, it is clear the walking times to the nearest restrooms from all the park amenities is similar and between 2 and 5 minutes. Even if all the restrooms were always open, the times would be between 1 and 2+ minutes. The Pickleball courts to the Community Center walk of 2+ minutes is within the parameters of all the other facilities in the park. There is no need to spend the money, even if there was adjacent land available, for a specific Pickleball restroom. Rick

# EXHIBIT 20

**List of Recent Anthem Enhancement Projects, their construction and their operating costs**

**List of Recent Anthem Community Enhancement Projects**

Reference: Anthem Community Website, Agenda (September), "2022 Budget Review Notes"

[https://cms6.revize.com/revize/anthem/council\\_board\\_agendas\\_and\\_minutes/09222021-Agenda-OpenSession.pdf](https://cms6.revize.com/revize/anthem/council_board_agendas_and_minutes/09222021-Agenda-OpenSession.pdf)

Anthem Community Website, Agenda (October), page 17, "Memo to ACC Board from Paul Conley RE: 2021 Operating Fund Budget."

1. *Estimate:* December 2021  
All Wheels Park (Skate & BMX)  
Cost \$1.44 million  
2022 Budget Operating Costs: \$168,000
  
2. November 2019  
Dog Park  
Cost \$1.97 million  
2022 Budget Operating costs: \$83,000
  
3. January 2019  
Pickleball Complex (10 courts). *Proposal requested 12 courts.*  
Cost \$817,000  
2022 Budget Operating costs: \$15,000  
In discussions with the Community Center, we believe that actual operating costs are about \$15,000
  
4. December 2018  
Community Center Remodel  
Cost \$1 million
  
5. September 2016  
Opportunity Way Park (10 acres. 2 playgrounds, multiple sports fields, basketball courts)  
Cost \$2.264 million  
2022 Budget Operating costs: \$125,000
  
6. July 2016  
2 Bocce Courts \$2,254. (Not a Facilities Master Plan Project)

# EXHIBIT 21

In September 2021, the Community Center began to again charge Anthem residents for the ability to reserve PB courts in advance of play. (Reservation charges had been suspended during Covid). While the information we have is somewhat limited, it seems likely that court reservation fees (roughly \$1,400 per month) will cover PB annual court operating fees (\$15,000). See attached email from Scott Newell outlining 2021 outlining PB Court Reservation Income. And don't forget, AAZPC starts quarterly payments to the Community Center on March 31, 2022.

FW: pickleball reservations

Friday, November 12, 2021 at 11:39:36 AM Mountain Standard Time

From: Scott Newell

To: Gretchen Bender

CC: Bobby St. Pierre

image001.png, image002.png, image003.png, image004.png, image005.png

Pickleball reservation revenue

**From:** Jennifer Huddleston

**Sent:** Friday, November 12, 2021 8:11 AM

**To:** Scott Newell <SNewell@anthemcouncil.com> **Subject:** RE: pickleball reservations

September \$1437.50

October \$1415.00

November \$682.50 so far for Nov.

**From:** Scott Newell

**Sent:** Thursday, November 11, 2021 3:15 PM

**To:** Jennifer Huddleston <JHuddleston@anthemcouncil.com> **Subject:** pickleball reservations

Can you get me the stats for September and for October for paid reservations so I can share with pickleball club

**Scott Newell**

*Director of Programs and Aquatics*

Anthem Community Council

41130 N. Freedom Way

Anthem, Arizona 85086 623-879-3021 | [OnlineAtAnthem.com](http://OnlineAtAnthem.com)

# Exhibit 22

## **Anthem Demographics**

### **Anthem: By the numbers**

<https://censusreporter.org/profiles/86000US85086-85086/>

**85,086**

ZIP Code Tabulation Area for **Wittmann County, AZ** Phoenix-Mesa-Flagstaff AZ Metro Area  
Arizona, United States

**42,179**

Population

58.3 square miles

723 people per square mile

Census data: ACS 2019 5-year urban-rural

Find data for this place

Search by table or column name

Hover for margins of error and contextual data.

Demographics

† Margin of error is at least 30 percent of the total value. Take care with this statistic.

Age

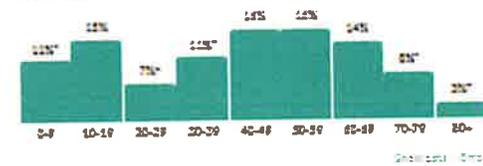
**44.4**

Median age

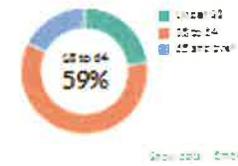
about 20 percent higher than the figure in the Phoenix-Mesa-Flagstaff AZ Metro Area: 37.7

about 20 percent higher than the figure in Arizona: 37.7

Population by age range

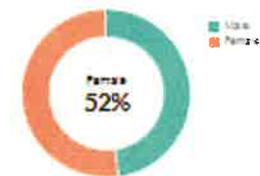


Population by age category

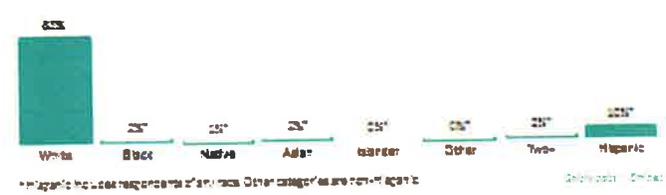


† Margin of error is at least 30 percent of the total value. Take care with this statistic.

Sex



Race & Ethnicity



Economics

† Margin of error is at least 30 percent of the total value. Take care with this statistic.

Income

**\$45,370**

Per capita income

about 1.4 times the amount in the Phoenix-Mesa-Flagstaff AZ Metro Area: \$32,822

about 1.5 times the amount in Arizona: \$30,694

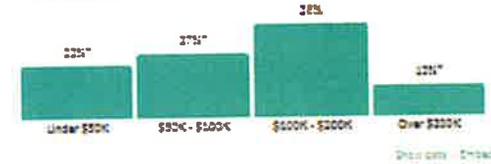
**\$101,856**

Median household income

about 1.5 times the amount in the Phoenix-Mesa-Flagstaff AZ Metro Area: \$67,933

more than 1.5 times the amount in Arizona: \$66,745

Household income



**Value**

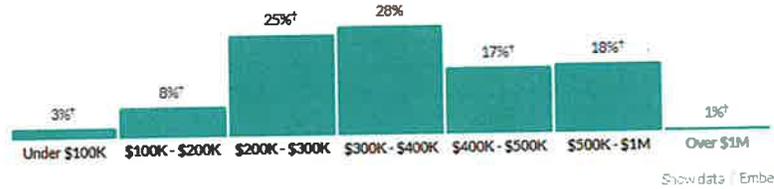
**\$349,600**

Median value of owner-occupied housing units

about 1.4 times the amount in the Phoenix-Mesa-Chandler, AZ Metro Area: \$250,000

about 1.5 times the amount in Arizona: \$225,500

Value of owner-occupied housing units



**Geographical mobility**

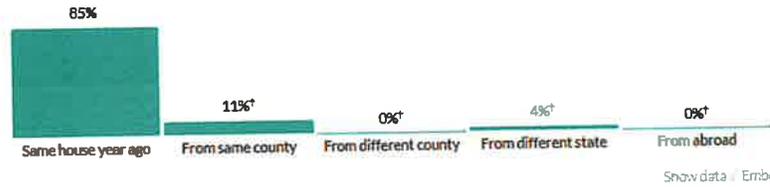
**14.9%**

Moved since previous year

about 90 percent of the rate in the Phoenix-Mesa-Chandler, AZ Metro Area: 17%

about 90 percent of the rate in Arizona: 17.4%

Population migration since previous year



**Educational attainment**

**96.1%**

High school grad or higher

about 10 percent higher than the rate in the Phoenix-Mesa-Chandler, AZ Metro Area: 87.5%

about 10 percent higher than the rate in Arizona: 87.1%

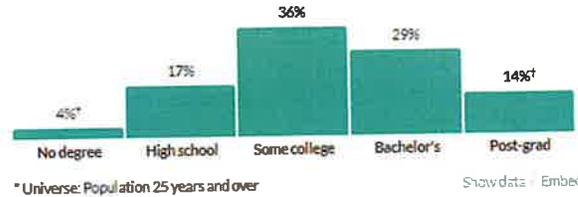
**42.4%**

Bachelor's degree or higher

about 1.4 times the rate in the Phoenix-Mesa-Chandler, AZ Metro Area: 31.5%

about 1.4 times the rate in Arizona: 29.5%

Population by highest level of education



# Exhibit 23

## Timeline for the Building of Six More Pickleball Courts

The following timeline is based on our collective recollections about the timeline for construction of the 2019 Pickleball Complex.

May 2022 ACC Board approves project

In the 2016 FMP process, ACC Staff had researched and suggested the specific site location and offered a fairly specific potential budget prior to consideration by the ACC Board. This was prior to the FMP Committee's final review and recommendation and prior to the ACC Board approval vote. (In the case of the Dog Park, ACC Staff developed several different site location options for the Board's consideration approval).

June 2022 – late Spring 2023

Select Architect and Construction firms  
Select specific site location(s)  
Design project

Spring 2023 Approval by Maricopa County

Fall (November/December) 2023 Construction begins. (We believe that the previous construction took about one month).

Mid January 2024 Grand Opening!

# Exhibit 24 – Cost Estimates

**Summary:** We estimate that the construction of 6 additional courts would be \$420,000 - \$600,000. And that operating costs would be \$20,000. Like now, operating costs would be fully covered by court reservation fees, Community Center PB programs, lessons, and event fees and AAZPC quarterly payments to the Rec Center.

## Details

### **Construction costs**

We estimate that construction costs for the building of 6 more pickleball courts would be about \$420,000-\$600,000.

We have spoken to a civil engineer who designs pickleball courts (and is a pb player). An estimate of \$50,000 - 70,000 per court is reasonable. This number is in line with the original 10 court Pickleball Complex. That Complex cost about \$817,000 – with more than \$110,000 of the costs for seating, umbrellas, kiosk and benches. (These additions are not needed for the Six Court PB court expansion). Thus, the costs of the courts only totaled about \$707,000 or about \$420,000. Our estimate for more courts is a higher, given a current environment of increased construction costs, minor landscaping changes and potential drainage solutions.

### **Operating Costs**

By the time additional pickleball courts are built, we estimate that the operating costs for the existing and new courts would be about \$20,000 per year. Currently, the court operating costs are about \$15,000 annually. Operating costs would be covered by income from

- court reservation fees – estimated at \$16,800 (\$1,400 per month x 12)
- AAZPC quarterly payments, based on \$5 per membership – (conservatively) estimated at \$1,500 annually

- Revenue from Community Center clinics, lessons, and tournaments  
We do not know this number and are unable to make an educated estimate.

# Exhibit 25

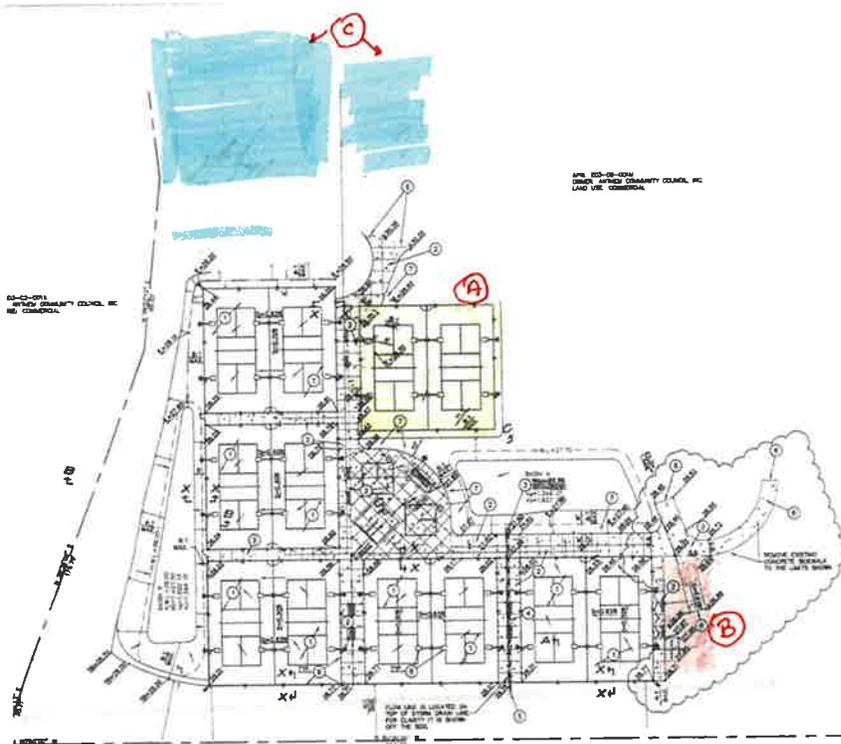
Map showing area potentially available for construction of 6 more pickleball courts

- A Yellow area -- 2 courts -- grassy area immediately behind “kiosk”. Proposed in 2017.
- B Pink area -- 1 court -- east of court 1
- C Blue area -- 2-3 courts north northeast of courts 9&10. It is our understanding that this area has been considered in the past for other potential amenities.



**CONSTRUCTION NOTES**

1. SEE ARCHITECTURAL PLAN FOR CONCRETE FORMS AND SHOWINGS SEE SHEET 0-2 FOR SECTION PC AND SECTION BROWNE DETAILS.
2. METAL CORNER BEZELS FOR WINDOWS, CEILING AND ARCHITECTURAL FINISHES FOR WINDOWS AND DOORS.
3. METAL HOT WIRE SHALL BE INSTALLED ON SHEET 0-1.
4. METAL HOT WIRE SHALL BE INSTALLED ON SHEET 0-1.
5. CONCRETE SHALL BE PLACED OVER TOP OF CURBS FOR 10% OF AREA TO BE CONCRETE.
6. MATCH EXISTING EXTERIOR ELEVATION AND LOCATION.
7. EXTERIOR SPACE AT 4' SHALL BE SET FROM TOP OF WALKWAY SHALL BE INDICATED IN PLAN.
8. METAL LIGHT POLE (SEE ELECTRICAL DRAWING OF SHEET 0-1).
9. METAL CHAIN LINK FENCE AND/OR GATE AND DRAWING FOR DETAILS.



**NOTE:**  
 EXISTING UTILITIES AND SHALL BE SET FORWARDED DETAILS, SEE SHEET 0-1 TO THE 20% PLAN.

**NOTES**

1. ALL LIGHT POLES, LIGHT POLE NUMBER AND POLE NUMBER ARE TO BE INSTALLED ONLY AT CONCRETE CURBS AND BE CLASSED A SPECIALTY OF WORK.
2. ALL PARTS SHALL BE SET TO MATCH EXISTING EXTERIOR FINISHES AND TO MATCH EXISTING EXTERIOR FINISHES AND TO MATCH EXISTING EXTERIOR FINISHES.
3. ALL COURT YARDS SHALL BE SET TO MATCH EXISTING EXTERIOR FINISHES AND TO MATCH EXISTING EXTERIOR FINISHES.
4. ALL PARTS SHALL BE SET TO MATCH EXISTING EXTERIOR FINISHES AND TO MATCH EXISTING EXTERIOR FINISHES.
5. ALL PARTS SHALL BE SET TO MATCH EXISTING EXTERIOR FINISHES AND TO MATCH EXISTING EXTERIOR FINISHES.
6. ALL PARTS SHALL BE SET TO MATCH EXISTING EXTERIOR FINISHES AND TO MATCH EXISTING EXTERIOR FINISHES.



**GRADING AND DRAINAGE PLAN**

**ANTHEM COMMUNITY**

INSTALLATION OF NEW FENCES AT ANTHEM COMMUNITY

PROJECT NO.	024
SHEET NO.	2

# Exhibit 26

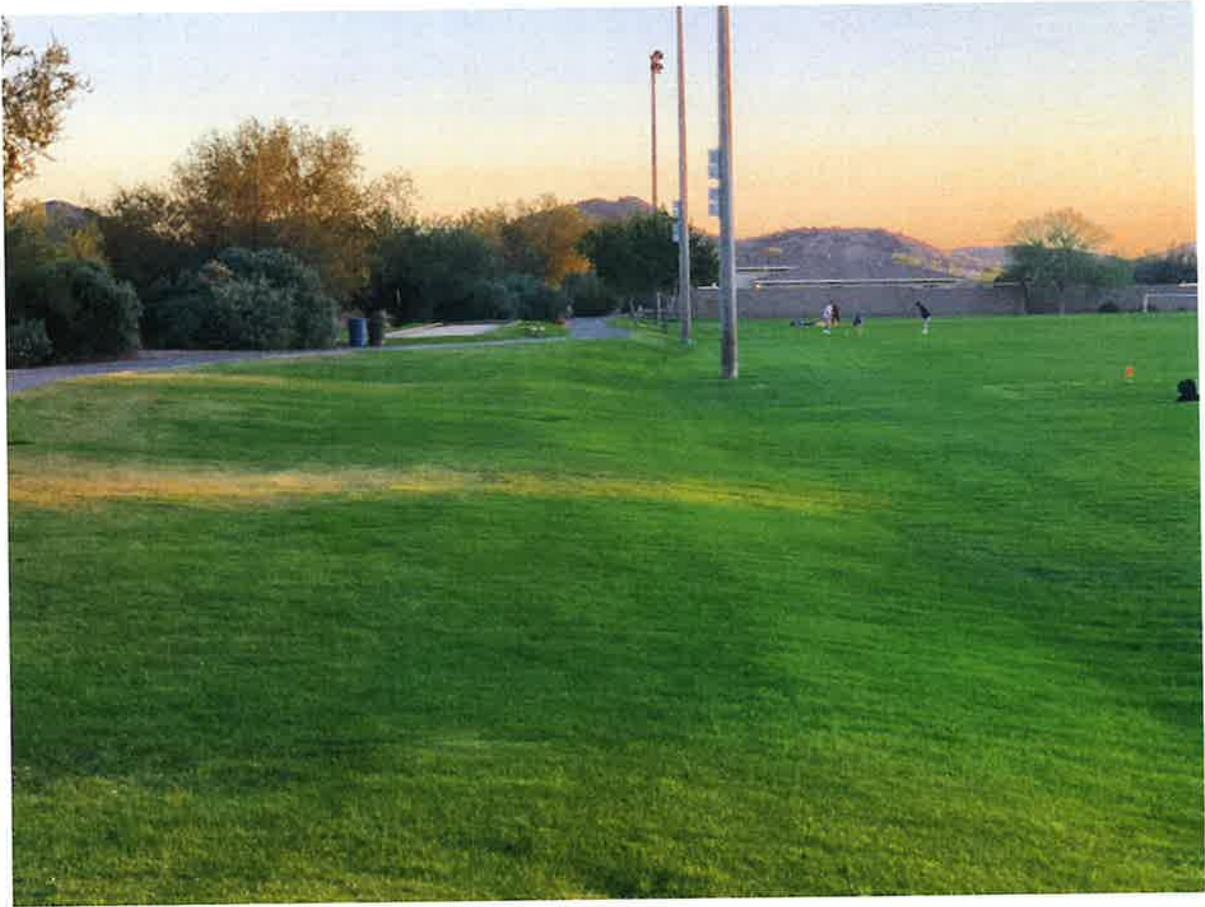
From: Rick <[rkesselman@cox.net](mailto:rkesselman@cox.net)>  
To: "Home. Rick/fran" <[rkesselman@cox.net](mailto:rkesselman@cox.net)>  
Date: October 28, 2021 at 4:01 PM  
Subject: Pickleball site pictures

Gretchen and Joan,

I took some pictures of last night of one of the proposed sites for new Pickleball courts. It is the area just over the bridge from the existing courts. It shows a long stretch of unused land that could accommodate four courts placed one in front of the other. Each one would be laid out north to south. When I took these pictures at 5pm, the fields to the right were being used. The playing field boundaries that would be near the courts left a significant amount of feet before impacting the courts or the playing fields. One of the pictures shows all the parents, spectators, coaches and players were on the far side of the field next to the parking lot. No one was on the side of the field by the proposed courts. Any Pickleball noise would not impact the fields or any nearby houses. The existing walkway could easily be slightly relocated next to the Pickleball courts the same way the Maricopa Trail was relocated around and next to the Dog Park.

Rick





# Exhibit 27

*Article, Move Over, Tennis and Golf. Networks and Brands Are Cashing In on Pickleball, Bloomberg News, December 10, 2021*

Bloomberg News. December 10, 2021

# Move Over, Tennis and Golf. Networks and Brands Are Cashing In on Pickleball.

From pro-am tournaments to podcasts to themed-restaurants, to merchandise, to car sponsorships, the pickleball gold rush is in full swing.



By Felix Gillette December 10, 2021, 4:30 AM MST

During the pandemic, Tyson Apostol, a gregarious former contestant on multiple seasons of the hit CBS show “Survivor,” made a well-timed career pivot. He took a step back from reality TV and went all in on pickleball.

“I tried it, and I fell in love with it,” said Apostol.

First invented in the 1960s, pickleball — a paddle sport, often described as a hybrid of tennis, Ping Pong, and badminton — is soaring in popularity. Across the U.S., new pickleball courts are popping up at parks, schools, homeowner associations, condominiums, Hollywood mansions, themed restaurants and sports clubs, as communities scramble to meet the surging demand. In 2020, roughly 4.2 million people played pickleball, according to the Sports & Fitness Industry Association, up 21 percent from the year before.

“We think that this sport can be every bit as big or bigger than tennis,” said pickleball booster Connor Pardoe. “We’ve seen this sport grow so much faster than we anticipated it would.”

Pardoe is the commissioner of the Professional Pickleball Association (PPA), a for-profit company based near Salt Lake City, which aims to be for pickleball what the PGA is for golf. This year, the PPA hosted 16 pickleball tournaments around the country, up from 8 events in 2019, the first year of its tour. Its rival, the Association of Pickleball Professionals (APP) is also staging tour events across the country and even expanding into Europe.

The pickleball tournaments, or “festivals” as Pardoe likes to call them, feature a mix of gung-ho amateurs, who pay entrance fees to play against their peers, and professionals, who compete for cash prizes and tour points that determine their national rankings. Annual prize money on the PPA has grown from \$500,000 in 2019 to more than \$2.5 million next year.

All of this has touched off a kind of pickleball gold rush, as media companies, corporate sponsors, apparel brands, equipment makers and restaurateurs crowd into the growing industry hoping to cash in on the pickleball craze.

Apostol has quickly emerged as a leading pickleball influencer. He has paying partnerships with Fila, Gamma Sports and PicklePlay, an app that helps users find pickleball matches, and sells pickleball merchandise, organizes pickleball meet-ups, co-hosts a popular pickleball podcast and recently headlined a “Survivor” watch-party at a pickleball venue in Utah.

“There’s a big crossover: ‘Survivor’ is a middle-America, older demographic,” said Apostol. “And like ‘Survivor,’ pickleball is really trying to reach a younger audience.”

For decades after its invention in Washington State in the 1960s, pickleball remained a fringe activity. Supporters tend to credit retired baby boomers in the Sun Belt for touching off the current explosion in popularity. Players say it’s much easier to master the basics of pickleball than, say, golf or tennis. A pickleball court is approximately a third the size of a tennis court, so players can get a good workout without quite as much risk of injury.

“Pickleball is my life,” said Kathy Demetri, 59, an engineer from the Pittsburgh area, who travelled and played in roughly 20 pickleball tournaments over the past year. “Coming from tennis, where you have to be pretty prim and proper, there’s more of a social aspect with pickleball. You can cheer way more.”

TV networks have taken notice. Recently, Fox Sports signed a deal with the PPA under which the national broadcaster will air pickleball events across its cable channels and web sites. Fans can also now watch pickleball competitions on the CBS Sports Network, the Tennis Channel and ESPN3.



Illustration: Danielle Chenette

Meanwhile, the tournaments are increasingly packed with brand endorsements, ranging from hotels to beverages to apparel companies. In November, the PPA landed its first car deal, signing Hyundai as an official tour partner. Guaranteed Rate, the giant mortgage company — which already works with the National Hockey League, NASCAR and Major League Baseball — recently joined the PPA’s growing ranks of corporate sponsors.

“It’s a sport that has taken the country by storm,” said Steve Moffat, the chief marketing officer of Guaranteed Rate. “This felt like a really good addition to our portfolio.”

The emerging, pickleball media landscape is teeming with new entrants. There are pickleball podcasts, pickleball YouTube channels and a growing library of pickleball books. In September, InPickleball magazine, a new monthly publication, backed by private investors in Southern California, launched its first

issue. InPickleball's president Richard Porter said that while the sport is getting younger, the core demographic remains 50-years-old and up — a group, he said, that happens to still love print magazines.

Longtime sporting-goods makers are also cashing in. Adam Franklin, the president of Franklin Sports, a global equipment brand with deep ties in baseball, calls pickleball “a bit of a unicorn business.” In 2018, Franklin Sports introduced its first pickleball product, a proprietary ball, now known as the X-40.

Franklin said the company is currently selling hundreds of thousands of the balls every week, and its paddles are also moving briskly. Based on data from in-store and web sales, Franklin believes the sport is actually expanding faster than the SFIA's frequently cited statistic of 21 percent year-over-year growth.

Skeptics point to other trendy competitions that once promised to swallow the American sporting landscape only to slink back into obscurity over time (remember paintball?) But denizens of the pickleverse tend to see a bright future.

“I see no reason why it'll slow down anytime soon,” said Franklin. “I think we are still in the very onset of it. I wouldn't be surprised if by 2030 we saw 20 to 30 million active players.”

<https://www.bloomberg.com/news/articles/2021-12-10/move-over-tennis-and-golf-networks-and-brands-are-cashing-in-on-pickleball>

# **Anthem Arizona Pickleball Club**

(AAZPC)

FMP Proposal For

## **Six More Pickleball Courts**



**Pickleball Club**

January 30, 2022