



www.danbman.com

Contact: Dan Beeman - 818.983.5700 - dan@danbman.com

[Introductory Video](#)

Executive Summary

Our services include: Comprehensive, integrated program launch and implementation to include site inspection, needs analysis, supervision and plans for marketing, communication, court construction, layout, equipment, signage, membership sales, clinic and lessons, group travel, staffing, tournaments, pro-shop development, merchandizing and sourcing of vendors.

Why add pickleball?

- Fastest growing sport in the USA
- Reach targeted demographic audience – wealthy, active adults of frequent travelers
- Easy to learn for ages 5 - 95
- Enhance net operating income
- Maximize your asset value
- Increase your market share and differentiate yourself from your competitors
- Enhance guest/client satisfaction
- Increase return visitation
- Sell more group travel/memberships
- Sell equipment/lessons/merchandise at pro shop
- Increase family amenities
- Increase consumer traffic
- Impact local communities – expats and Mexican citizens
- Create a fun, dynamic environment
- Turn a dead space into a revenue producing space

About Dan Beeman:

I recently completed an in-depth Professional Paper done as a graduate research project in the Masters of Hotel Administration program at UNLV in May, 2019.

My findings were developed after hundreds of hours of research, trips to resorts, clubs and retirement communities and 16 in-depth interviews with industry leaders. Combined, the research yielded an objective and comprehensive study on the existing and potential impacts of one of the fastest growing sport for adults in America.

Professional Paper Conclusion:

Owners of properties that have tennis or basketball courts are wasting money and losing market share if they are not fully utilizing those spaces throughout the day. Adding pickleball, either through temporary or permanent courts adds revenue and enhances guest satisfaction for the entire family - both short and long term, through both tangible and intangible ways.

I am an International Global Ambassador for the International Federation of Pickleball ([IFP](#)), and an Ambassador for the [USAPA](#) as well as a Regional Marketing Coordinator for [Team Head](#)

Past work details, case studies and testimonials can be found [here](#) and on my [website](#).

About Pickleball:

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 (USAPA.org), which maintains the rules, promotes the sport, sanctions tournaments, and provides player rankings. For more information, please visit: www.usapa.org.

History

2020 marked the 55th 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 Pritchard's 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."

The Equipment

Competitive paddles used in pickleball are constructed from a high-tech composite, ranging in cost from \$50-\$150 each. An official pickleball is made of plastic and is between .78 to .935 ounces and 2.874 to 2.972 inches in diameter.

Estimated Pickleball Players Within the United States

In the Sports & Fitness Industry Association's (SFIA) 2019 Pickleball Participant Report, they reported pickleball currently has **3.3 million** players in the US. 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. Here are a few details from the 2019 SFIA Pickleball Participation Report:

- 2 million were "Casual" participants who play 1-7 times a year
- 3 million were "Core" participants who play 8 or more times a year
- The total rate of growth in participation from 2015 to 2018 was 9.7%
- Participation of men from 2015-2018 is 62%
- Participation of women from 2015-2018 is 38%
- Women participation from 2015-2018 increased 5%
- Comparing Casual and Core participants:
 - The average age for all players is 41
 - The average age for Core players is 54
 - 64% of Core players are 55 or older
 - 84% of Casual players are 54 or younger
- The 3.3 million participants represent 1.1% of the US population of 301M people ages 6+. 3M Core players represent 0.43% of that population.

2019 USAPA Facts and Highlights (as of 12.31.19)

- **Places to Play:** USAPA Places to Play Database: **7,928**.
- Over 1,300 new locations were added to the database (over 111 new locations per month).
- **Membership:** **39,722** (increase of 8,919 or 743 per month). Since 2017, USAPA membership has doubled in size.
- **Total Courts:** **30,238**

About the IFP

THE INTERNATIONAL FEDERATION OF PICKLEBALL (IFP)

The International Federation of Pickleball (IFP), the world governing body of pickleball, was established to perpetuate the development and growth of the sport throughout the world. The IFP's goal is to introduce pickleball to all nations so that they may embrace the sport as one of their national sports, and ultimately to achieve official recognition by the International Olympic Committee (IOC) in order to establish pickleball as an Olympic sport.

The IFP is a non-profit, volunteer organization committed to promoting international play and competition, maintaining the official rules for pickleball, and providing a worldwide code of conduct for pickleball athletes. The IFP focuses its resources on supporting organizations that foster the sport around the world for all ages and ability levels.

The IFP offers all national and regional pickleball associations and federations who desire to join in membership for the advancement of pickleball an opportunity to participate and contribute to that growth. These purposes are fulfilled through the aims and objectives of the IFP.

IFP AIMS AND OBJECTIVES

- Promoting, developing and popularizing the sport of pickleball throughout the world.
- Governing and administering the sport of pickleball in all countries and continents in a nondiscriminatory way.
- Maintaining and publishing the decisive text on the Bylaws, Rules and Regulations, introducing such changes as are desirable, doing all that is necessary to uphold them and to achieve uniform interpretation.
- Promoting the highest degree of sportsmanship and integrity among the players.
- Organizing, conducting and presenting international tournaments and events at the highest level.
- Supporting the development of players, coaches, officials and event organizers.

Conclusion:

It is our intention to bring you a world-class, scalable pickleball program that will enhance your brand and raise new revenue from underutilized space.

Our turnkey services allow you to focus on your core business of selling rooms and providing great vacations.

We look forward to providing you with a complimentary Needs Analysis at your convenience.

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