



## WARWICK FIJI PICKLEBALL PROGRAM PROPOSAL



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“Pickleball is the fastest growing sport in America for two straight years with a phenomenal 39% growth. Pickleball grew in 2021 to 4.8 million players in the US,” according to the 2022 Sports & Fitness Industry Association (SFIA) Single Sport Report on Pickleball.

# Executive Summary

Beeman consulting offers full service pickleball program development.

We enhance efficiencies for the hospitality industry by offering fun, revenue-producing programming for your guests, members and owners.

## Topline Proposal:

- We can work with your maintenance team to provide a layout of the surface area recommendations on number of courts with specific, detailed guidance on court layout, sun and wind screens.
- We can provide all equipment for programming:
  - Paddles, balls, nets, etc.
- We can provide all staffing for management of entire program to include day to day operations, lessons, clinics, tournaments, pro-shop etcetera.
- We can work with your group travel team to design and implement a global, external marketing program for groups.
  - Here is an example of one such company: <https://www.pickleballgetaways.com/>
- We can work with your marketing and sales teams to design an internal marketing and communications plan.
- We can build and sell a membership program with premium benefits for your spa and fitness facilities for locals in conjunction with your pickleball program.
- We can create an opening party/clinic/demonstration upon completion of renovation
- We can refer all Food and Beverage and Hotel inquiries directly to your team.
- We can collaborate with your design team to re-brand a block of rooms with Pickleball theme

**Value Proposition:**

We would be looking to provide a turnkey management solution with no management fee in exchange for a long-term agreement for our services. In exchange we would negotiate a shared revenue from rental, lessons, usage fees, memberships, equipment sales and tournaments. Our staff would need two dedicated guest rooms nearest the courts with complimentary food and beverage for staff.

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

**We can provide a turnkey service to help you:**

- 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
- Drive local revenue from membership sales
- 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 sponsored player with [Team Head](#)

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

## About Pickleball:

### About

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](#)), which maintains the rules, promotes the sport, sanctions tournaments, and provides player ratings. For more information, please visit: [usapickleball.org](#).

### History

2022 marks the 57<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.

## Places2Play

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 9,524 at the end of 2021, an increase of 789 locations or approximately 66 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 2021, the Margaritaville USA Pickleball National Championships presented by Pickleball Central were held at the world-renowned Indian Wells Tennis Garden, just outside of Palm Springs, CA. The event drew more than **2,342** registered players who competed for \$90,000 in prize money. [Click here](#) for detailed information regarding this event. The 2021 event also included over 100 hours of broadcast on three courts and 2-hours were aired to a nation-wide audience on ESPN-U. The 2022 event is scheduled to take place again this fall at the Indian Wells Tennis Garden, November 5-13, 2022.

## Estimated Pickleball Players Within the United States

Pickleball grew in 2021 to 4.8 million players in the US, according to the 2022 Sports & Fitness Industry Association (SFIA) Single Sport Report on Pickleball. SFIA is the premier trade association for top brands, manufacturers, retailers and marketers in the American sporting goods and fitness industry.

This 14.8% growth from 2020 to 2021 follows on the heels of 21.3% growth the previous year and contributes to a 11.5% average annual growth rate over the past 5 years.

- Of the 4.8 million Total participants, 3.5 million were “Casual” players who play 1-7 times a year
- 1.4 million were “Core” players who play 8 or more times a year
- While the number of Core participants did not grow from 2020 to 2021, Casual players grew by 22%
- 60% of total participants are men and 40% are women; with a slightly faster rate of growth among women
- The average age for all players continues to drop, to 38.1 years old in 2021, a decrease of 2.9 years from 2020
- The average age of Core players is 47.9 and Casual players 34.3 years old
- 52% of Core players are 55 or older while 79% of Casual players are 54 or younger
- Growth of total participants from 2020 to 2021 was the fastest among players under 24 years of age (21%)

## 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.

Current member countries include New Zealand, Australia, Samoa, Guam and Tongo.

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 a non-revenue producing space. Our turnkey services allow you to focus on your core business of selling rooms and providing great vacations.

We look forward to partnering with you in this process and developing a long-term, mutually beneficial relationship.

Bula!

Dan Beeman

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