



Let's bring
Pickleball
to Columbus!





Pickleball :

**The fastest growing sport in America!
3 years in a row (2020-2022)!**

Pickleball continued its incredible rise in America and remains the fastest-growing sport. Participation nearly doubled in 2022, increasing by 85.7% year-over-year and by an astonishing **158.6%** over three years.

Pickleball is here to stay!

**“40 million players by
2030”!**

- <https://sfia.org/resources/sfias-topline-report-shows-physical-activity-rates-increased-for-a-fifth-consecutive-year/>

- Sports & Fitness Industry Association's (SFIA) 2023 Topline Participation Report

- CNBC Video: "What Is Pickleball And Why Is It Taking Over America?" 10/16/2022 -<https://youtu.be/3MCD1nqTlxA>

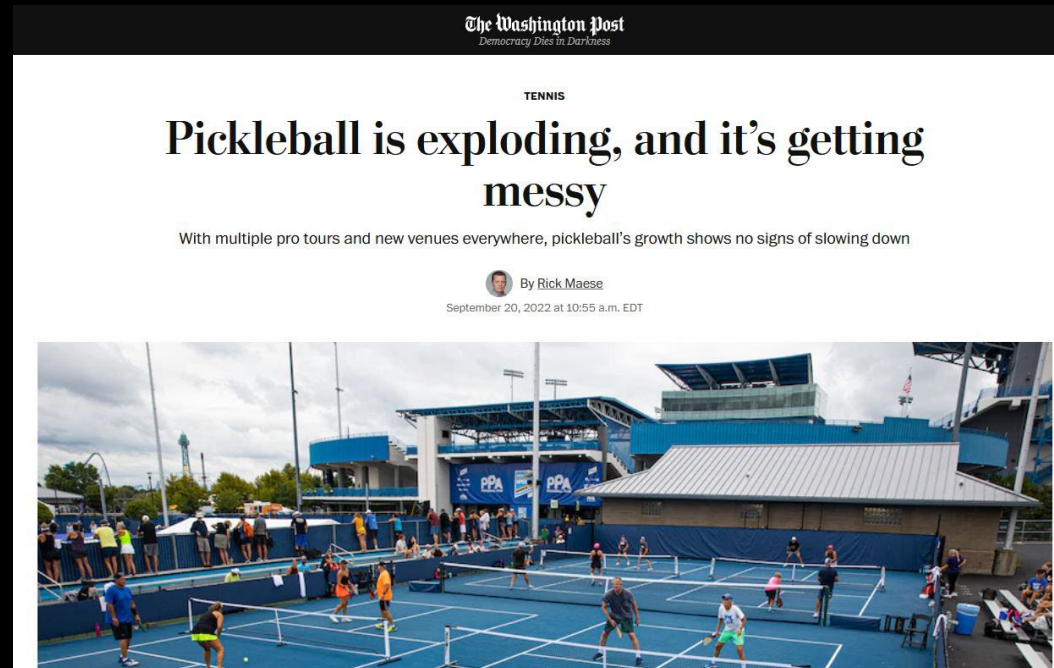


Pickleball

in Columbus:

NO SIGNS OF SLOWING!

“We’re going to see way more growth in the next three years than what we’ve seen in the previous three years,” said Connor Pardoe, the founder and commissioner of the PPA (Pro Pickleball Association).



<https://www.washingtonpost.com/sports/2022/09/20/pickleball-growth-tennis/>





Pickleball :

The fastest growing sport in America!

Georgia is among the fastest growing regions:

From
2015-2019

19.5%

Annual
Average
Growth
Rate

-Sports & Fitness Industry Association's (SFIA) 2019 Pickleball Participant Report



Pickleball

Courts are being
built to meet demand

Cities with populations much less than Columbus, Ga

Macon, Ga:
17 courts



Newnan, Ga:
15 courts



Opelika: 24 courts:
Started w/12, Added 12 more to meet demand



Griffin, Ga:
18 courts, planning more!

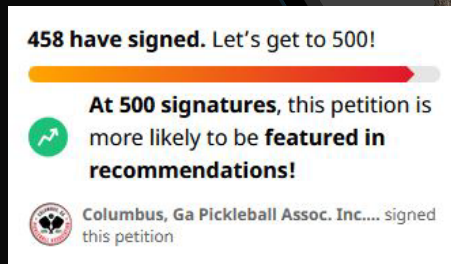


Pickleball

in Columbus:

We have been growing pickleball in Columbus!

- **200** players representing 7 states registered for our tournament at the Trade Center (Sports Tourism)
- **500+** players have subscribed online to our initiative
- **605** signatures on [Change.org](https://www.change.org) to build dedicated pickleball courts in Columbus



Pickleball

We have over 500 players,
and yet -

Columbus has **NO**
Dedicated public
Pickleball courts!

We are making do with taped lines on tennis courts



Pickleball

in Columbus:

**FUN, FRIENDSHIP
& COMMUNITY**

Our goal: build and promote a 25+ indoor/outdoor court facility that becomes a **UNIQUE** destination in our region that will create a positive economic impact while providing a popular and **FUN** way to promote a healthy and active lifestyle for our community!



Pickleball

in Columbus:

**FUN, FRIENDSHIP
& COMMUNITY**

Pickleball is an extremely social sport. Combine that with its health benefits, and we have a great opportunity to increase the **social capital** of our community while promoting a **HEALTHY** and **FUN** lifestyle*!



*Article: <https://www.washingtonpost.com/opinions/2022/08/30/pickleball-community-social-capital-america/>

Pickleball

in Columbus:

“Pickleball bringing international tournament and estimated \$2 million in tax revenue to Opelika”

Here are the projected #'s for the tournaments in Opelika*. The first one is with 12 courts. The rest are with their expansion to 24.

- **Paddles at the Plex Tournament: 3/2022 -featured 325 players from 10 states, with an estimated economic impact of about \$154,000.**
- **The USA Pickleball Atlantic South Regional tournament: June 21-26 with an estimated 750 players and \$625,000 economic impact.**
- **The Alabama Senior Pickleball Olympics: Aug. 26-28 with an estimated 200 players and \$100,000 economic impact.**
- **The APP Pro Tour: Oct. 6-9 with an estimated 750 players and \$600,000 economic impact.**
- **IFP Bainbridge World Cup: Oct. 19-23 with up to 1,000 players and at least \$600,000 economic impact.**

*Pulled from this article: **“Pickleball bringing international tournament and estimated \$2 million in tax revenue to Opelika”** https://oanow.com/news/local/pickleball-bringing-international-tournament-and-estimated-2-million-in-tax-revenue-to-opelika/article_c9f44400-9b41-11ec-af72-2b0796a64b6a.html

Economic Impact

Our goal is to create a unique facility that will not only benefit our community, but also draw players from around the world during tournaments and other events.



Pickleball

in Columbus:

Economic Impact

“...we have exceeded expectations, and all previous experiences, in just about every tournament we have hosted or operated.

...generated real sports tourism (**1000's of players/visitors; from multiple states**), ...From June 2017 to October 2021, we have held 26 tournaments, drawn approximately 6,000 players, and generated almost **\$4.0 million** of economic impact ...we are **improving the quality of life in our community** ...The Pickleball Complex was a wise investment by the citizens of Spalding County and they are realizing a great return on investment!

- Peter Phelps
Led effort in building the facility in
Griffin, Ga (Spalding County)



Pickleball in Columbus:

The Plan

(Build it and they will come!)

Total cost estimate:

\$6-8m

25+ pickleball courts, ½ covered, LED lighting, clubhouse with check in/reception, restrooms/showers, concessions, storage container bar, ancillary games (bocci, cornhole, spikeball, etc.), stadium court(s), playground, greenspace, & parking.



Pickleball in Columbus:

The Plan

(Build it and they will come!)

City commitment: \$1.7m

**Location,
Location,
Location**

**Columbus
Water Works
Park!**

@ Veterans and Talbotton rd.

Construction

**\$6-8m
estimate**

Operational

The new facility will be
operated the
Columbus, Ga
Pickleball Assoc. Inc.

-See 5 yr. plan included



Pickleball in Columbus:

The Location

(Build it and they will come!)

Revitalization of the Columbus Water Works Park.

- Central location!
- Connected!
- Uptown!
- Poised for maximum economic impact!



Pickleball in Columbus:

5yr. Operational Budget

Total Estimated Annual Expenses	\$242,060.00	\$258,020.00	\$253,630.00	\$258,620.00	\$250,885.00	
Revenue	Year 1 100members, Host 1 tourn.	Year 2 200members, Host 2 tourn.	Year 3 300members, Host 2 tourn.	Year 4 400members, Host 2 tourn.	Year 5 500members, Host 2 tourn.	NOTES
Membership (\$240/yr) yr1:100, 2:200, 3:300, 4:400, 5:500	\$24,000.00	\$48,000.00	\$72,000.00	\$96,000.00	\$120,000.00	Membership fee is equal to or less than fees paid at similar local existing facilities (YMCA, Cooper Creek Tennis, Private Country Clubs).
Tournaments -\$60/1 event registration x 300 players; yr1:1, yr2:2, yr3:2, yr4:2, yr5:2	\$18,000.00	\$36,000.00	\$36,000.00	\$36,000.00	\$36,000.00	Just player registration fee
Events/Clinics: 12 times a year, 48 participants paying \$20/ea -split w/trainer	\$5,760.00	\$5,760.00	\$5,760.00	\$5,760.00	\$5,760.00	underserved, Boy & Girls Club, economically disadvantaged & other non-profits groups will be a part of the programming
Sponsorships	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	
City commitment: TBD	\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00	OR Portion of Capital Campaign
Total estimated Revenue	\$307,760.00	\$349,760.00	\$373,760.00	\$397,760.00	\$421,760.00	
Profit (INCOME minus EXPENSES)	\$65,700.00	\$91,740.00	\$120,130.00	\$139,140.00	\$170,875.00	

Sustainable with City commitment of \$250k/yr, membership fees, tournaments and sponsorships.



Pickleball in Columbus:

Sponsorship Opportunities

Naming Rights: \$2m



Your company's name/logo:

- **Displayed on front of facility**
- **On all marketing materials**
- **On facility website**
- **On prominent inside locations**



Pickleball
in Columbus:

Sponsorship Opportunities

Roof/Cover: \$800,000

Provide players with shade during the hot summer heat and enable them to play in the rain!



Your company's name/logo displayed prominently in the covered court area.



Pickleball in Columbus:

Sponsorship Opportunities

Stadium court: \$500,000

**Welcome to championship Sunday at
[Your Company] Center Court!**



- **Court named in your company's honor**
- **Your company's name mentioned throughout tournaments in association w/stadium court**
- **Your company's name/logo displayed prominently at stadium court**

Example. Actual stadium court may be different in design.



Pickleball
in Columbus:

Sponsorship Opportunities

Sponsor a court: \$100,000



Your company's name/logo displayed at one court – "This court provided by [Your company]"



Pickleball in Columbus:

Sponsorship Opportunities

Performance bandshell: \$75,000



**Your company name/logo
displayed at bandshell.**



Pickleball in Columbus:

Sponsorship Opportunities

One or more years of funding for onsite staff: \$50,000/yr.



Provide funding for a very important role in the successful operation of this new facility.



Pickleball in Columbus:

Sponsorship Opportunities

Greenspace & ancillary games (bocci): \$50,000

Provide players and their families with greenspace to relax after a big tournament or play bocce or watch a post tournament concert.



Your company's name/logo displayed in greenspace and near bocce courts – "Provided by [Your company]"



Pickleball in Columbus:

Sponsorship Opportunities

Donor Wall Recognition

Diamond: \$50,000

Platinum: \$40,000

Gold: \$30,000

Silver: \$20,000

Bronze: \$10,000

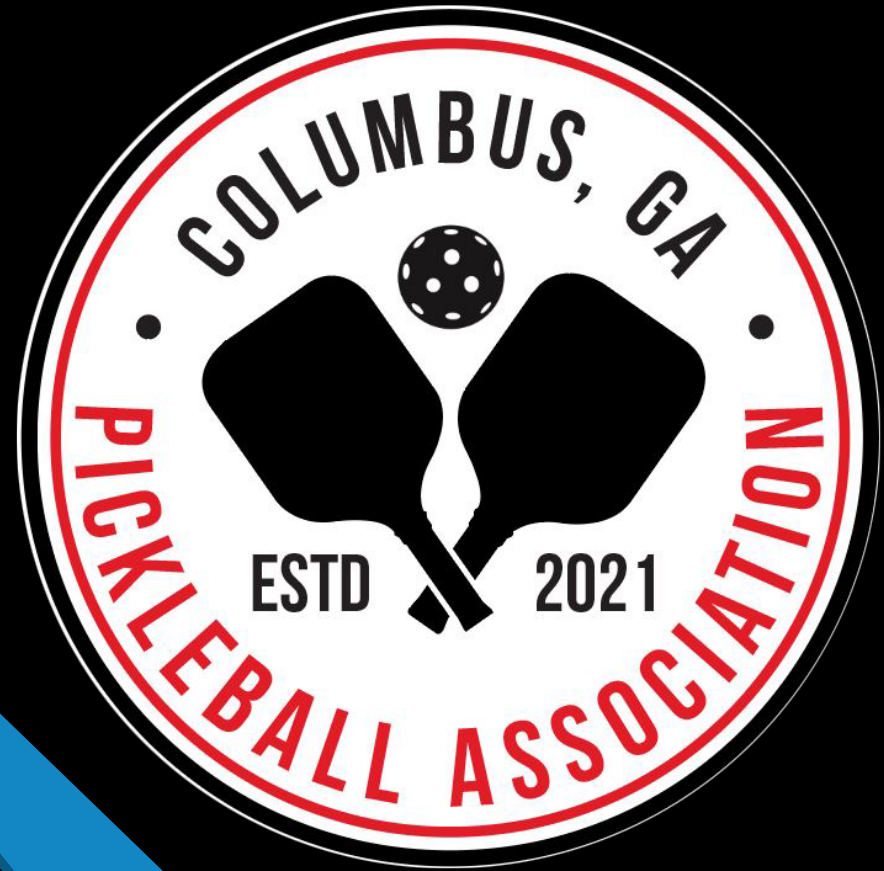


Pickleball

in Columbus:

We look forward to discussing this further and how we can make this dream a reality!

Thank you!



Contact: Lance Tankersley

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706-315-6049

www.Columbuspba.org

The Columbus, Ga Pickleball Assoc. Inc. is a 501(c)3 non-profit org.

Purpose: To promote the sport of pickleball in the greater Columbus, Georgia area, as well as the health and fitness of its participants, and to support the development and operation of a tournament ready pickleball facility in Columbus, Georgia.