

**** PRICING MEMO ****

Paddles Up Pickleball customers,

Thank you for your continued trust in Paddles Up Pickleball. It's an honor to serve our vibrant community, and we remain committed to providing you with top-tier service and value.

Due to changing market conditions and increasing operational costs, we must make a modest adjustment to our hourly rates. Effective **January 1, 2025**, our rates will increase by \$5 per hour:

- **Dink Members:** \$50 hourly peak rate
- **Guest Pass Holders:** \$55 hourly peak rate
- **Our monthly membership fees will stay the same**
- **Off Peak Specials will continue**

This adjustment is necessary to ensure we can continue offering the high-quality experience you've come to expect. Even with this change, Paddles Up Pickleball remains one of the most competitively priced facilities in the market. We will continue to run discounted specials throughout the year at specific times to insure cost savings.

We deeply value your loyalty and support and will continue striving to provide exceptional value while maintaining cost-effectiveness.

We look forward to continuing to serve you and supporting your passion for pickleball.

Warm regards,

