Dare County Tourism Board
Public Comment
May 20, 2021

Item 1. Introduction and History of Pickleball – What is Pickleball

a. History Outline - USA Pickleball Association
b. Growth of Pickleball – Fastest Growing Sport in America
c. Places to Play – Website https://www.places2play.org/
d. How do we grow this sport here in Dare County with the 4 Goals from Steering Committee

Item 2. Market and Destination and Grow Non-Peak Season Events

a. Tournament hosting – Hotel and Restaurants
   - Richmond Virginia 618 Registered Players May 7 – 9 2021
   - 2021 US Open Naples Florida – 2038 Registered Players April 18 – April 24
   - Major Sponsor Dick's Sporting Goods and televised on CBS Sports Network Saturday's Main Event – Why do they have this tournament in the middle of April in Naples Florida?
   - Virginia Beach Open - Cash Prizes up to $50,000.00 September 10th – 12th
   - Marketing – Pickleball Tournaments Website https://www.pickleballtournaments.com/
   - Data from other tournaments in NC and Georgia

Item 3. Plan for and Invest - Communications – Interaction with Dare County Communities

- Dare County Parks and Recreation - Youth versa Adults Ages 19 – 50 + Seniors
- Working Class in our community – Places to Play for our residents
- Leagues, Camps, Teaching Classes, After School Programs,
- Volunteers – Local and Mid-Atlantic Region ambassadors
- Vacationers –Real Estate about Property Owners - families returning to OBX
- Restaurants depends on high occupancy – Hotels and Rental Properties can support Non-peak season events -

Closing - Share an idea to the entire Northern Beach District –

USA PICKLEBALL

Scott Garber
Ambassador
Dare County (OBX) NC

252.423.8512
OUTTERBANKS@GMAIL.COM
usapickleball.org

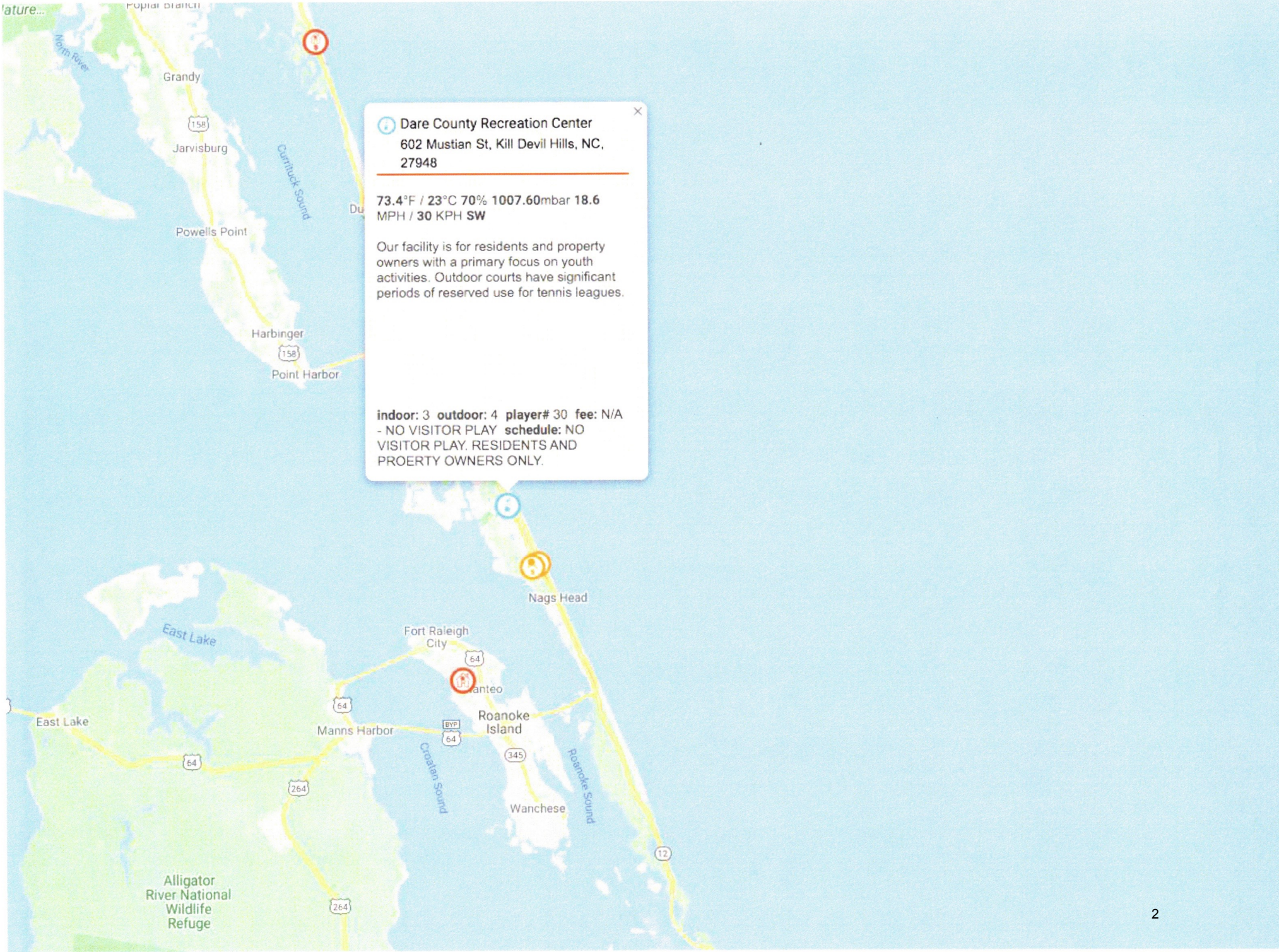
Pickleball partnerships and tourism

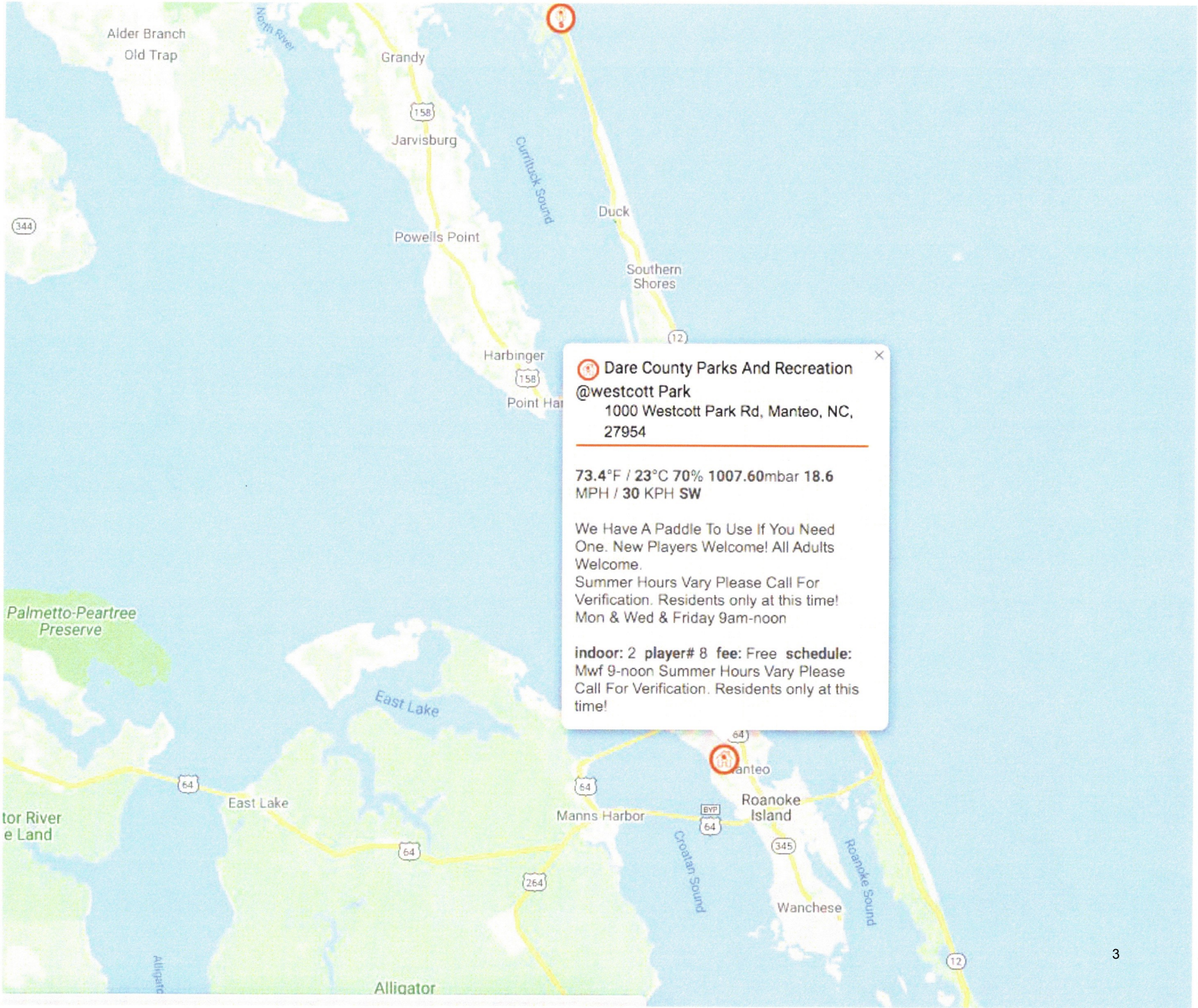
One question commonly asked is

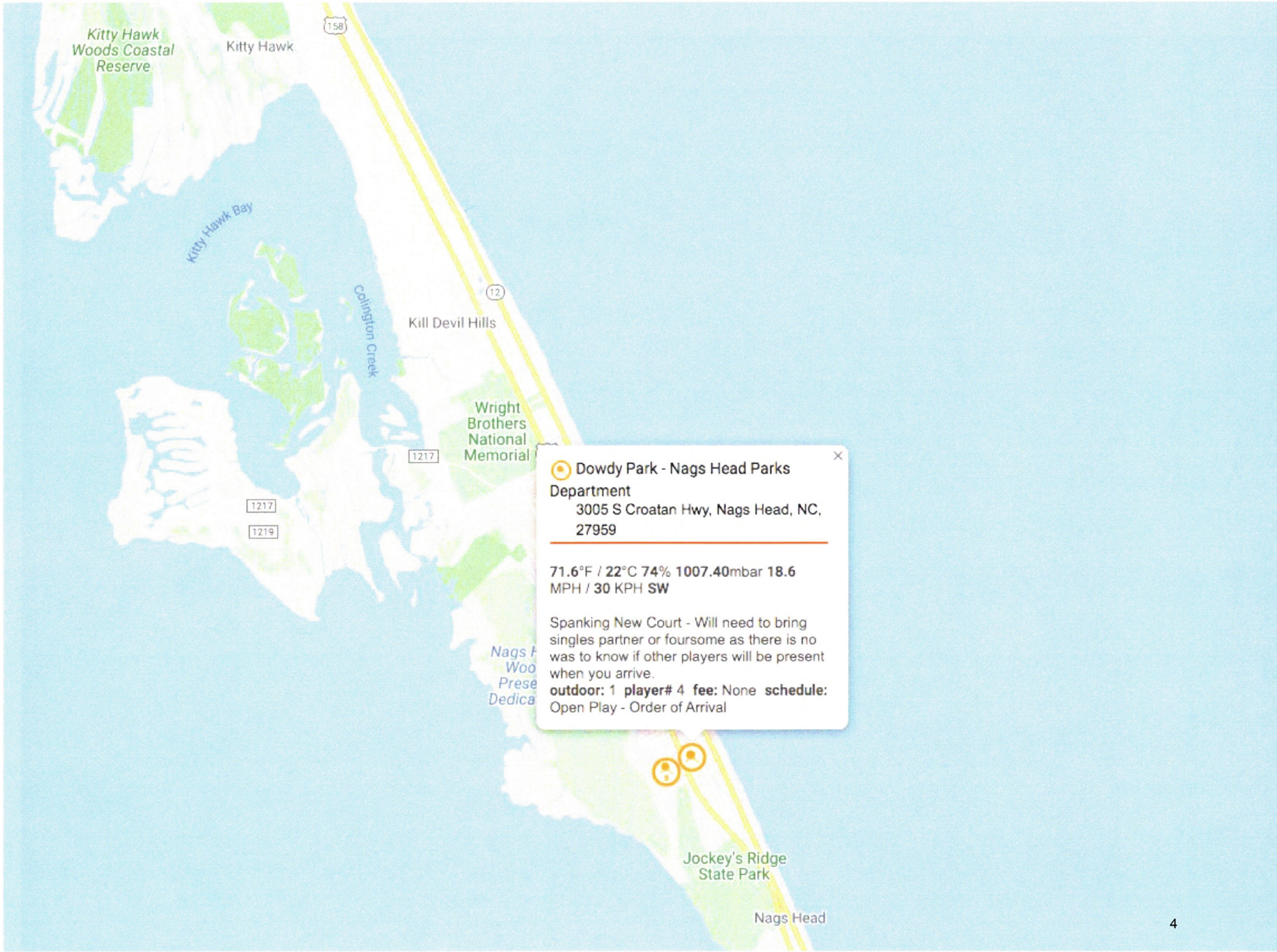
"How do I get my Parks Department interested in Pickleball?"

Answer

- Form a solid partnership with local government and tourism bureau.
- All communities strive for economic development. Bringing in hotel, motel and restaurant receipts will boost your community.
- Meet with local and town officials and demonstrate how pickleball can enhance tourism.


Dare County Recreation Center
602 Mustian St, Kill Devil Hills, NC, 27948
73.4°F / 23°C 70% 1007.60mbar 18.6 MPH / 30 KPH SW
Our facility is for residents and property owners with a primary focus on youth activities. Outdoor courts have significant periods of reserved use for tennis leagues.
indoor: 3 outdoor: 4 player# 30 fee: N/A - NO VISITOR PLAY schedule: NO VISITOR PLAY. RESIDENTS AND PROERTY OWNERS ONLY.
Grandy
Jarvisburg
Currituck Sound
Powells Point
Harbinger
Point Harbor
Nags Head
Fort Raleigh City
East Lake
Manns Harbor
Roanoke Island
Croatan Sound
Roanoke Sound
Wanchese
Alligator River National Wildlife Refuge


Alder Branch
Old Trap
North River
Grandy
158
Jarvisburg
Currituck Sound
Duck
344
Powells Point
Southern Shores
12
Harbinger
158
Point Har
Dare County Parks And Recreation
@westcott Park
1000 Westcott Park Rd, Manteo, NC, 27954
73.4°F / 23°C 70% 1007.60mbar 18.6 MPH / 30 KPH SW
We Have A Paddle To Use If You Need One. New Players Welcome! All Adults Welcome.
Summer Hours Vary Please Call For Verification. Residents only at this time!
Mon & Wed & Friday 9am-noon
indoor: 2 player# 8 fee: Free schedule: Mwf 9-noon Summer Hours Vary Please Call For Verification. Residents only at this time!
Palmetto-Peartree Preserve
East Lake
64
East Lake
tor River
e Land
Manns Harbor
64
BYP
64
Roanoke Island
345
Croatan Sound
Roanoke Sound
264
Wanchese
12
Alligator


Kitty Hawk Woods Coastal Reserve
Kitty Hawk
158
Kitty Hawk Bay
Colington Creek
12
Kill Devil Hills
Wright Brothers National Memorial
1217
1217
1219
Dowdy Park - Nags Head Parks Department
3005 S Croatan Hwy, Nags Head, NC, 27959
71.6°F / 22°C 74% 1007.40mbar 18.6 MPH / 30 KPH SW
Spanking New Court - Will need to bring singles partner or foursome as there is no was to know if other players will be present when you arrive.
outdoor: 1 player# 4 fee: None schedule: Open Play - Order of Arrival
Jockey's Ridge State Park
Nags Head

Virginia Pickleball Classic

SIGN UP NOW!

POUNCEY TRACT PARK
4747 POUNCEY TRACT ROAD
GLEN ALLEN, VIRGINIA 23059

THE SPRINGS REC CENTER
302 LEE AVENUE
HENRICO, VIRGINIA 23075

VIRGINIA PICKLEBALL CLASSIC

20 OUTDOOR COURTS

Friday the 7th is Singles, Over 70, & *Novice

Singles levels 3, 3.5, 4, 4.5, 5.0+ in age groups 12-39, 40+, 50+, 60+
*Novice = First tournament and consider yourself below 3.0

Saturday the 8th is Mens and Ladies Doubles
Levels 3, 3.5, 4, 4.5, 5.0+ in age groups 12-39, 40+, 50+, 60+

Sunday the 9th is Mixed Doubles
Levels 3, 3.5, 4, 4.5, 5.0+ in age groups 12-39, 40+, 50+, 60+

Tournament will be limited in numbers per division.
Registration is not complete until paid.

Pouncey Tract Park 12 Courts The Springs Rec Center 8 Courts





MAY 7TH-9TH

Friday Singles, Seniors, Youth, and Novice

This tournament will reach capacity quickly. Please sign up and complete registration SOON.

FIRST TIME TOURNAMENT PLAYERS "NOVICE DIVISION" ENCOURAGED.
CONTACT US WITH ANY QUESTIONS.

REGISTER AT WWW.PICKLEBALLTOURNAMENTS.COM

FOR INFORMATION OR QUESTIONS:

CONTACT: JIM 561-685-8086
OR
JACK 804-399-2552

www.vapickleball.com

Volunteers Needed
volunteerforclassic@gmail.com

EMAIL: JIM@VAPICKLEBALL.COM OR JACK@VAPICKLEBALL.COM


8


HEAD
NEXEO
NEXEO


HEAD
Penn
PICKLEBALL
NEXEO
TMPR


8

Virginia Pickleball Classic 2021

Fri 05/07/21 thru Sun 05/09/21

Registration Closed

609 Registered Players

Competition Events

(All events: $15.00 each)

Womens Doubles 70+ (3.0 or greater skill levels only) (5.0 or lower skill levels only): Fri 05/07/21

Mens Singles Skill/Age Groups (3.0 or greater skill levels only) (5.0 or lower skill levels only): Fri 05/07/21
(Skill levels and age groups within skill levels. Age Groups: 19+,35+,50+,60+,70+)

Mens Doubles 70+ (3.0 or greater skill levels only) (5.0 or lower skill levels only): Fri 05/07/21

Womens Singles Skill/Age Groups (3.0 or greater skill levels only) (5.0 or lower skill levels only): Fri 05/07/21
(Skill levels and age groups within skill levels. Age Groups: 19+,35+,50+,60+,70+)

Womens Doubles Skill/Age Groups (3.0 or greater skill levels only) (5.0 or lower skill levels only): Sat 05/08/21
(Skill levels and age groups within skill levels. Age Groups: 19+,35+,50+,60+)

Mens Doubles Skill/Age Groups (3.0 or greater skill levels only) (5.0 or lower skill levels only): Sat 05/08/21 8:00am
(Skill levels and age groups within skill levels. Age Groups: 19+,35+,50+,60+)

Mixed Doubles Skill/Age Groups (3.0 or greater skill levels only) (5.0 or lower skill levels only): Sun 05/09/21
(Skill levels and age groups within skill levels. Age Groups: 19+,35+,50+,60+,70+)

Tournament Sponsors

LYNNHAVEN PARK
1246 BAYNE DRIVE
VIRGINIA BEACH, VA 23454

40 OUTDOOR COURTS

VIRGINIA BEACH OPEN

Prize Pool **$10,000+**

Up to $50,000 based upon "Open" Registration

The Virginia Beach Open

"Open" Divisions

"12-49" or Seniors "50+"
Mens or Ladies
Singles, Doubles, and Mixed

SEPTEMBER 10TH-12TH

Traditional Tournament

Skill Levels for each division 3, 3.5, 4, 4.5, 5.0+
Age groups are 12-39, 40+, 50+, 60+, Seniors 70+
*Novice open to all ages, and Youth 8-12 & 13-16

Friday the 10th is Singles, 70+ Doubles,*Novice Doubles, and Youth

Saturday the 11th is Mens and Ladies Doubles

Sunday the 12th is Mixed Doubles

FIRST TIME TOURNAMENT PLAYERS "NOVICE DIVISION" ENCOURAGED. CONTACT US WITH ANY QUESTIONS.

REGISTER AT WWW.VABEACHOPEN.COM

FOR INFORMATION OR QUESTIONS:

CONTACT:
JIM 561-685-8086
OR
JACK 804-399-2552

www.vapickleball.com

Volunteers Needed

volunteerforclassic@gmail.com

Carolina Courts Holiday Tournament



Several volunteers from Bailey's Glen Pickleball joined forces with representatives from the United States Pickleball Association Ambassadors and hosted a pickleball tournament at Carolina Courts at Concord NC on November 22, 2014. The organizers expected around 40 participants. To their surprise, over 120+ attended the event. States represented included Florida, Georgia, Tennessee, Virginia, and South Carolina. Gate receipts exceeded $4,000.00 for the day. Adding hotel/motel and it is estimated the total economic impact exceeded $10,000.00. (This figure is based upon 75% of attendees being visitors spending $122.00 per day. (90x$122.00=$10,900 per day)



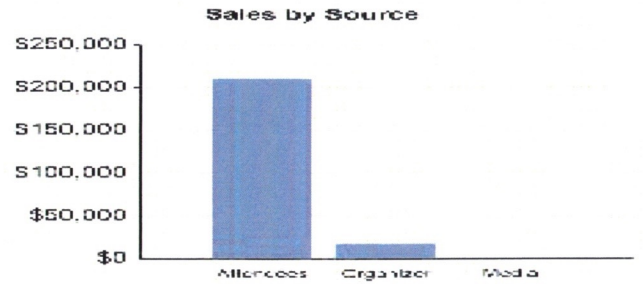


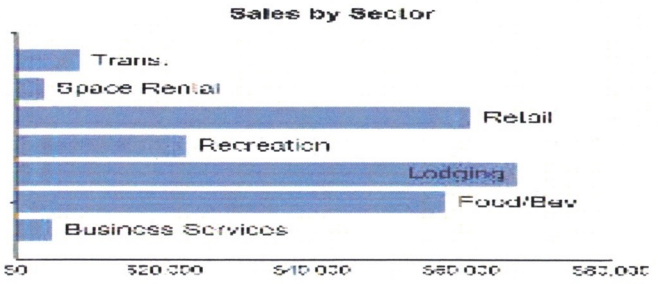
Event Impact Summary

Destination: HUNTSVILLE/MADISON COUNTY CVB

Event Parameters		Key Results	
Event Name:	Pickleball Regional Competition	Business Sales (Direct):	$226,222
Organization:	Huntsville Pickleball Club	Business Sales (Total):	$325,333
Event Type:	Adult Amateur	Jobs Supported (Direct):	135
Start Date:	6/9/2017	Jobs Supported (Total):	149
End Date:	6/11/2017	Local Taxes (Total):	$29,780
Overnight Attendees:	562	Net Direct Tax ROI:	$26,912
Day Attendees:	188	Estimated Room Demand:	682

Direct Business Sales





Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	$67,532	$0	$0	$67,532
Transportation	$7,918	$493	$28	$8,439
Food & Beverage	$50,115	$7,689	$0	$57,804
Retail	$61,297	$0	$0	$61,297
Recreation	$22,827	$0	$0	$22,827
Space Rental	$0	$3,542	$0	$3,542
Business Services	$0	$4,764	$16	$4,780
TOTAL	$209,690	$16,489	$44	$226,222

Event Impact Details

Destination: HUNTSVILLE/MADISON COUNTY CVB

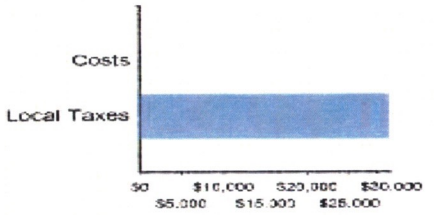
Event Name: Pickleball Regional Competition 2017
Organization: Huntsville Pickleball Club

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	$226,222	$99,111	$325,333
Personal Income	$63,800	$26,736	$90,536
Jobs Supported			
Persons	135	14	149
Annual FTEs	3	0	3
Taxes and Assessments			
Federal Total	$19,105	$8,231	$27,336
State Total	$13,513	$2,190	$15,703
sales	$8,058	$99[illegible]	$9,060
income	$409	$172	$581
bed	$2,701	-	$2,701
other	$2,344	$1,027	$3,371
Local Total (excl. property)	$26,912	$2,868	$29,780
sales	$16,117	$1,982	$18,099
income	$18	$8	$26
bed	$6,078	-	$6,078
per room charge	$882	-	$882
tourism district	$0	-	$0
restaurant	$3,007	$436	$3,443
other	$1,810	$442	$1,452

Event Return on Investment (ROI)

Direct local tax ROI (net property taxes)	
Direct Tax Receipts	$26,912
DMO Hosting Costs	$0
Direct ROI	$26,912
Net Present Value	$26,912
Direct ROI (%)	-
Total local tax ROI (net property taxes)	
Total Local Tax Receipts	$29,780
Total ROI	$29,780
Net Present Value	$29,780
Total ROI (%)	-



Estimated Room Demand Metrics

Room Nights (total)	882
Room Pickup (block only)	125
Peak Rooms	281
Total Visitor Days	1,484

Economic Impact

12/19/2017

2017 Pickleball Tournaments
Spalding County Pickleball Complex
Wyomia Tyus Olympic Park

Tournament	2017 Dates	Participation	Direct	Indirect/Induced	Total	Total Tax Income	Local Taxes
Georgia State Games	June 23-25	**230**	$89,200	$53,100	$142,300	$20,100	$6,800
Doc Holliday Shootout	August 12-13	**167**	$36,000	$21,500	$57,500	$8,000	$2,700
USAPA Atlantic South Regional	October 19-22	**352**	$73,000	$43,200	$116,200	$17,600	$6,000
SSIPA Super Senior World Championships	October 23-25	**183**	$46,600	$27,400	$74,000	$11,700	$4,000
Totals		**932**	$244,800	$145,200	$390,000	$57,400	$19,500
Averages		233	61,200	36,300	97,500	14,350	4,875

INTERNATIONAL FEDERATION OF PICKLEBALL

International Federation of Pickleball ACADEMY

Certificate of Completion

Scott Garber

Has completed course requirements for

IFP Certified Pickleball Instructor

CERTIFIED INSTRUCTOR

Intermediate/Plus (3.0 - 3.9)

The IFP Instructor Certification ID #6103 is valid through April 2022

Pat Murphy, IFP President

Robert Elliott, IFP Global Director of Training

Pickleball Court Complex Example



Economic Impact of Pictona
Based on National Recreation and Park Association Model

Membership	2022	2023	2024	2025	2026	Total
Members	1000	1200	1500	1700	1800	7200
Paid Day Fee	3000	3600	4000	4200	4500	19300
Unpaid Visitors	1000	1200	1500	1700	2000	7400
Total Persons Attending	5000	6000	7000	7600	8300	33900
Member income	$300,000	$360,000	$450,000	$510,000	$540,000	$2,160,000
Day Fee income	$30,000	$36,000	$40,000	$42,000	$45,000	$193,000
Unpaid visitors (companions)	$10,000	$12,000	$15,000	$17,000	$20,000	$74,000
Total visitor expenditure	$340,000	$408,000	$505,000	$569,000	$605,000	$2,427,000

Education/Training	2022	2023	2024	2025	2026	Total
Adult players in instructional programs	300	500	700	800	1000	3300
Junior Players in Youth Program	200	300	400	600	800	2300
Small specialty tournaments (11 per year)	2000	2200	2400	2600	2800	12000
Large national tournament (1 per year)	800	1000	1200	1400	1500	5900
Entertainment (1 per month)	6000	6600	7200	8000	8400	36200
Special Events (6 per year)	3000	3600	4000	4400	4800	19800
Total Persons Attending	12,300	14,200	15,900	17,800	19,300	5,600
Adult players in instructional programs	$150,000	$250,000	$350,000	$400,000	$500,000	$1,650,000
Junior Players in Youth Program	$40,000	$60,000	$80,000	$120,000	$160,000	$460,000
Small specialty tournaments (11 per year)	$600,000	$660,000	$720,000	$780,000	$840,000	$3,600,000
Large national tournament (1 per year)	$640,000	$800,000	$960,000	$1,120,000	$1,200,000	$4,720,000
Entertainment (1 per month)	$600,000	$660,000	$720,000	$800,000	$840,000	$3,620,000
Special Events (6 per year)	$150,000	$180,000	$200,000	$220,000	$240,000	$990,000
Total education/training expenditure	$2,180,000	$2,610,000	$3,030,000	$3,440,000	$3,780,000	$15,040,000
Total Expenditure	$2,520,000	$3,018,000	$3,535,000	$4,009,000	$4,385,000	$17,467,000
Ripple Multiplier (5)	$3,270,000	$3,915,000	$4,545,000	$5,160,000	$5,670,000	$22,560,000
Total Economic Impact	$5,790,000	$6,933,000	$8,080,000	$9,169,000	$10,055,000	$40,027,000
(3) % visitors increase with more activities	25%	25%	25%	25%	30%	
(4) $150/person/day for 3 nights ($75 lodging; $45 food/beverage; $30 retail)			Conserve estimate			
(5) Ripple effect of visitor money on the economy of the community					1.5	


















17


17

Reg. = R-74

PICKLEBALL MANAGEMENT AGREEMENT

WHEREAS, Martens Charities, Inc., is developing a pickleball recreational facility (Project) on a portion of Hollyland Park as depicted on Exhibit A, which is owned by the City of Holly Hill (City).

WHEREAS, it is the intent that after construction is completed, Pickleball Daytona at Holly Hill (Operator) will be responsible for the operations and management of the Project.

NOW, THEREFORE, for and in consideration of mutual covenants contained herein, the sufficiency of which are hereby acknowledged, the City and the Operator hereby agree to the following:

1) The City hereby retains the Operator for the management and operations of the Project.

2) The Operator agrees to manage, operate, and maintain the Project in a first-class manner, in accordance with this Agreement and in strict compliance with all applicable local, state, and federal laws, regulations and requirements. The Operator shall be responsible for the management and operational expenses for the Project, except for those items identified as the City's responsibility. The Operator's responsibilities include, but are not limited to, hiring and management of employees; all labor costs including benefits; all facility maintenance, repair and replacement of all improvements within the fenced in area; inventory costs; insurance costs; advertising and marketing costs, any property taxes and assessments (except assessments for utilities which are the responsibility of the City); etc. The City shall only be responsible to pay for the water, sewer, storm water and electric costs for the operations of the Project and the maintenance, repair and replacement of improvements located in all areas outside the fenced in area. However, if restaurant is subleased to a for profit operator (which must be approved by the City), the City will no longer be responsible for the utilities for the restaurant.

3) City will not authorize another pickleball facility or the construction of a pickleball courts on City owned land.

4) The Operator may sell memberships to join the Project. Operator shall have the discretion to establish different levels of memberships. One membership option shall be a day membership. The Operator shall offer residents of the City a ~~25-50%~~ 37.5% discount on any membership, minimum, the first two years and then adjustments can be made from there accordingly with 25% - 50% on any membership.

5) The Operator shall be a not-for-profit corporation and the Project shall be operated on a not for profit basis. All net profits or net surplus, as hereinafter defined, from the operations of the Project shall be invested into the maintenance, repair, replacement and expansion of the Project, the promotion of the Project and the sport of pickleball in the City and surrounding communities and other civic, charitable causes in the community. The Operator shall annually submit a budget for review by the City which provides projected revenue and expenses by category.

ORIGINAL ORIGINAL

d. A certificate of insurance evidencing the required coverage and naming the City as additional insured shall be issued to Operator and City prior to commencement of the term of the Agreement. Thereafter, the Operator shall obtain a renewal of insurance coverage and furnish City with a certificate evidencing same at least 15 days in advance of the expiration of the then existing insurance policies. The insurance policies shall contain clauses providing that any change or termination of the coverage shall not be effective without thirty (30) days prior written notice to the City.

10) Operator agrees to indemnify and save harmless City against all loss and damage, including damage to person or property, arising from any act by, or negligence of, Operator or its subcontractors or the officers, agents, or employees of either while engaged in the performance of this Agreement, or while in or about the Project, or arising from accident or any injury not caused by act of Operator, Operator's agents or servants, or anyone employed by Operator while engaged in or about the performance of this Agreement, or while in or about the Project, or arising from liens or claims for services rendered or labor or materials furnished in or for the performance of this Agreement.

11) The term of this Agreement shall be for an initial term of fifty (50) years. This Agreement shall automatically renew on the same terms and conditions for successive terms of twenty-five (25) years unless either party provides written notice to the other party of intent not to renew at least one (1) year but not more than two (2) years before the expiration of date of the then current term. Operator shall have the right to terminate without cause upon providing the City with six (6) months advance written notice. The City cannot terminate without cause. Either party can terminate for cause upon a breach of a material provision of this Agreement by providing the other party written notice of the breach(es) and at least sixty (60) days to correct the breach(es). If the breach(es) are not corrected to the satisfaction of the non-breaching party, the non-breaching party can terminate this Agreement by written notice of termination with no advance notice required. Upon termination the Operator shall cease all operations and vacate the Property. All capital improvements and fixtures of the Project, including but not limited to, all restaurant and bar equipment, tables, chairs, pickleball equipment, outdoor lighting, netting, shall remain on the Property and shall become the property of the City.

12) This Agreement is not intended to be a lease or license for the Property. This is intended to retain the Operator and authorize the Operator to manage the operation of the Project.

13) The Operator shall not have the right to assign, sell or transfer this Agreement or any rights or obligations contained herein to any 3rd party without the express written consent of the City, which may be withheld or refused at the sole discretion of the City. Upon approval by the City, the City must be provided with the fully executed agreement with said 3rd party and any amendments to said agreement.

14) The City shall be responsible for the management and operation of that portion of the Project designated as the Senior Activity Center. As the Senior Activity Center is part of the main building of the Project, Operator shall remain responsible for the building maintenance, repair and replacement including that portion where the Senior Activity Center is located. The City shall be responsible for organizing and promoting the activities in the Senior Activity Center, including

ORIGINAL ORIGINAL ORIGINAL

Pickleball Daytona at Holly Hill

Witness: _____

Printed Name: 1-9-2019

By: Miriam Cook

Title: PRESIDENT

Date: 1/9/19

STATE OF FLORIDA
COUNTY OF VOLUSIA

The foregoing agreement was acknowledged before me this 9th day of January, 2019 by Miriam E. Cook of Pickleball Daytona at Holly Hill, who is personally known to me or produced drivers license as identification and did/did not take an oath.

NOTARY PUBLIC, STATE OF FLORIDA

Valerie Manning

Type or Print Name: Valerie Manning

Commission No.: FF 898510

My Commission Expires: October 30, 2019

VALERIE MANNING
Notary Public - State of Florida
Commission # FF 898510
My Comm. Expires Oct 30, 2019
Bonded through National Notary Assn.