

The Opportunity.

- **Pickleball Park will be the largest, new construction pickleball facility in all of New England.** Zoning, wetlands, and site plan approvals are permitted and in place, with site work underway.
- Featuring seventeen competition-sized, cushioned pickleball courts, the Park will be the leading venue for local, regional, national league and tournament play.
- With pickleball facility restaurants being on the forefront of a trending and highly successful business model within the hospitality space, our 80,000 square feet facility has been designed to meet the needs of a full restaurant/bar.
- Food, and beverages on tap, a wide array of yard games, large fitness rooms, dedicated event space and social gathering areas throughout, the entertainment and sport experience will be a major generator of revenue.

See [Appendix A](#) for Site Plan, Floorplan, & Renderings



Pickleball Park

Why Now and Why New England?

Key Pickleball Stats for 2024



36.5+ million
Number of pickleball players in the US



223.5%
Pickleball's growth rate over the last 3 years



18-34
Largest age bracket of pickleball players (28.8% of total)



13,969
Number of places to play pickleball in the US



\$152.8 million
Pickleball paddle market size in 2021



7.7%
Forecasted compound annual growth rate through 2028

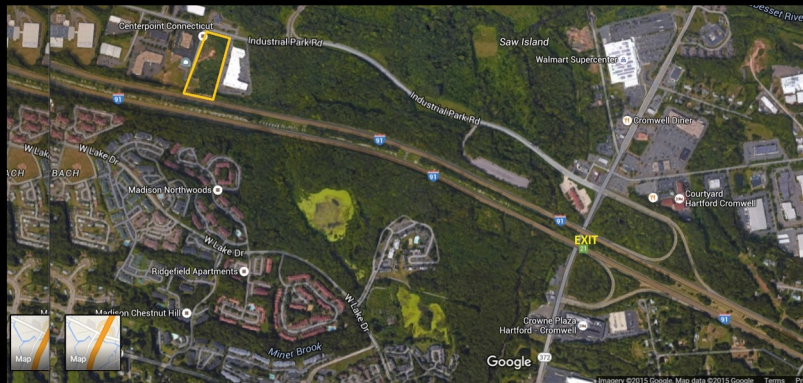
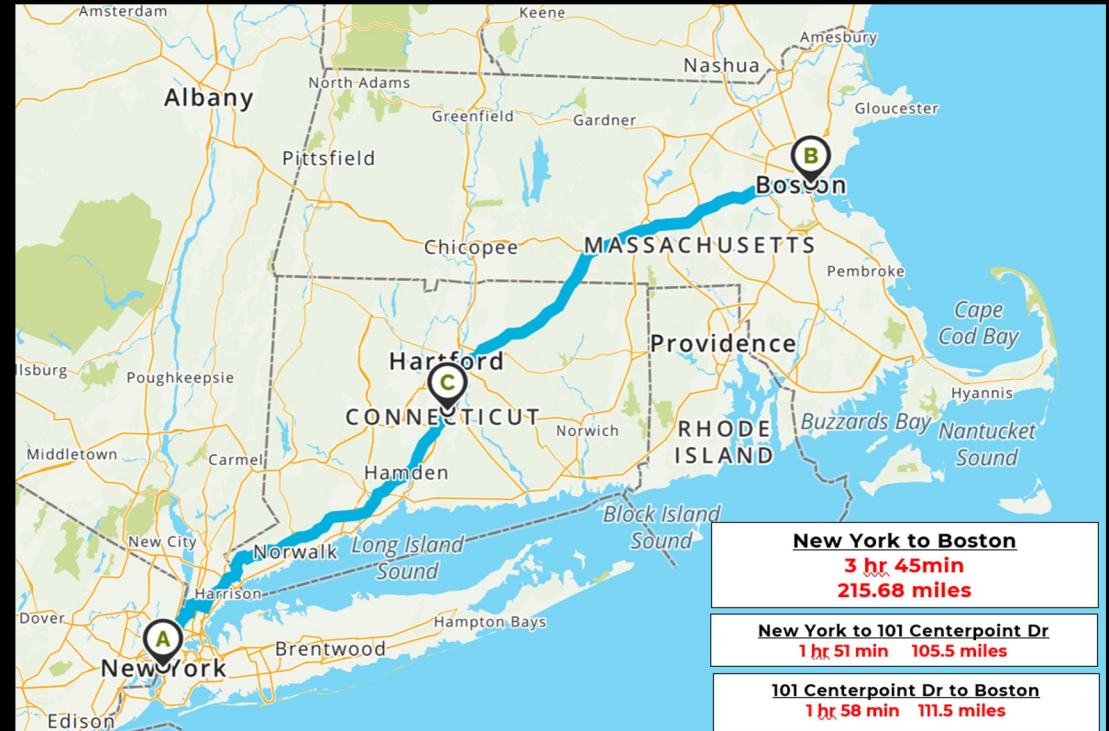


- The national market is far ahead of New England in the exponential growth of pickleball players and in meeting court-time demand.
- Dedicated indoor pickleball courts are in short supply in the northeast, with only nine dedicated indoor facilities throughout CT.
- First mover advantages for this large new construction pickleball facility include development approvals and permits from the City and the start of sitework.
- Location and size advantages of the Park and the expansive offering of entertainment, sports and fitness, and robust social experience positions Pickleball Park as the region's #1 destination for pickleball.



Location

- Pickleball Park is in the perfect location with frontage and visibility from I-91 south and is just one minute off Exit 21, Cromwell/Berlin, near the junction of Route 9.
- One in four of Connecticut's 3.6 million population live within a 25-minute drive*.
- The Park is along the main route from New York City to Boston and the gateway to all of New England.
- Connecticut also features easy flight access through Hartford/Springfield and New Haven airports.



See [Appendix B](#) for Demographic Drive Time Report

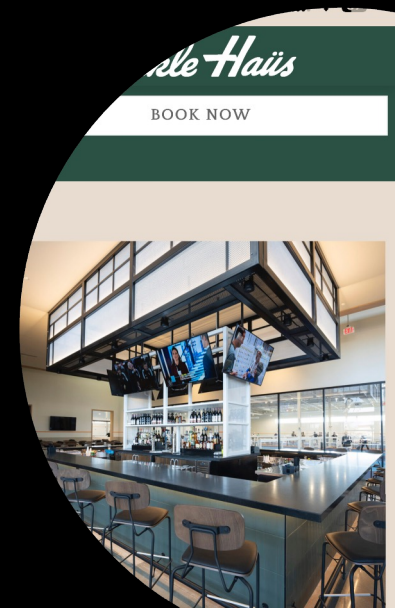
The National Pickleball Landscape

- Major tournament tours and professional leagues include the Association of Pickleball Players (APP), Major League Pickleball (MLP), Professional Pickleball Association (PPA), and the National Pickleball League (50+) (NPL).
- Pickleball is shown on major and minor tv/streaming networks including ESPN, CBS, Pickleball TV, Pickleball Channel and YouTube.
- Major celebrities have been drawn to both play and invest in pickleball.



Pickleball Park Features

- Seventeen competition-sized, cushioned pickleball courts including one center court with stadium seating and mezzanine viewing, eight additional indoor courts, and eight open-air courts with overhead doors, closed and heated, weather determined.
- Fitness center with strength and cardio equipment, a yoga/stretching classroom/studio, yard games, ping pong and event-sized locker rooms with showers.
- The 10,000 square feet elevator-serviced mezzanine level features panoramic court viewing and is designed with flexible event space for holding meetings, conferences, private parties and corporate events.
- Full restaurant for guests, whether playing or not, to relax and socialize. Beer taps and wine, coffee and smoothies with QR code ordering provide food and beverage service throughout the Park.
- A retail destination for area players, the Pro Shop will feature a large inventory of paddles, accessories and Pickleball Park logo merchandise and clothing.
- Professional offices for wellness practitioners - chiropractor, physical therapist, naturopath, massage therapist, etc.

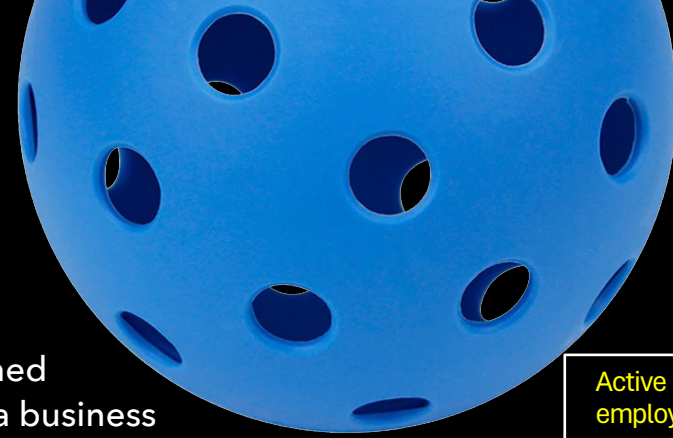




Finance Streams & Programming

- Memberships, court rentals and open play - structured and tiered as to customer demand.
 - Social and entertainment with restaurant and food/beverage service throughout the viewing and court play areas.
 - Major center for corporate outings and events, private parties, etc.
 - Year-round youth/adult programming (lessons, leagues and camps) and social activities to appeal to a broad demographic.
 - Premier venue to host national, regional and local tournaments at both amateur and professional levels.
 - Opportunity to attract National Pickleball League team, Austin Ignite, to relocate to CT and Pickleball Park.
 - Instruction and clinics given by the finest pickleball professionals in CT, as well as visiting national names.
 - Home court for training and tournament play for the growing number of local university and high school pickleball teams.
 - Professional wellness practitioners' office rentals.
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Management Team



Lennie Leibenhaut - Developer and founding partner with accomplished success in permitting and launching Pickleball Park, a credit to his long history as a business leader in the local community. Lennie brings extensive management experience from a wide background including retail, publishing, property management and construction.

---Pickleball Park Will Have an Extensive Professional Management Team---

General Manager

Membership & Scheduling Manager

Programs & Corporate Events Manager

Pros Scheduling & Training Manager

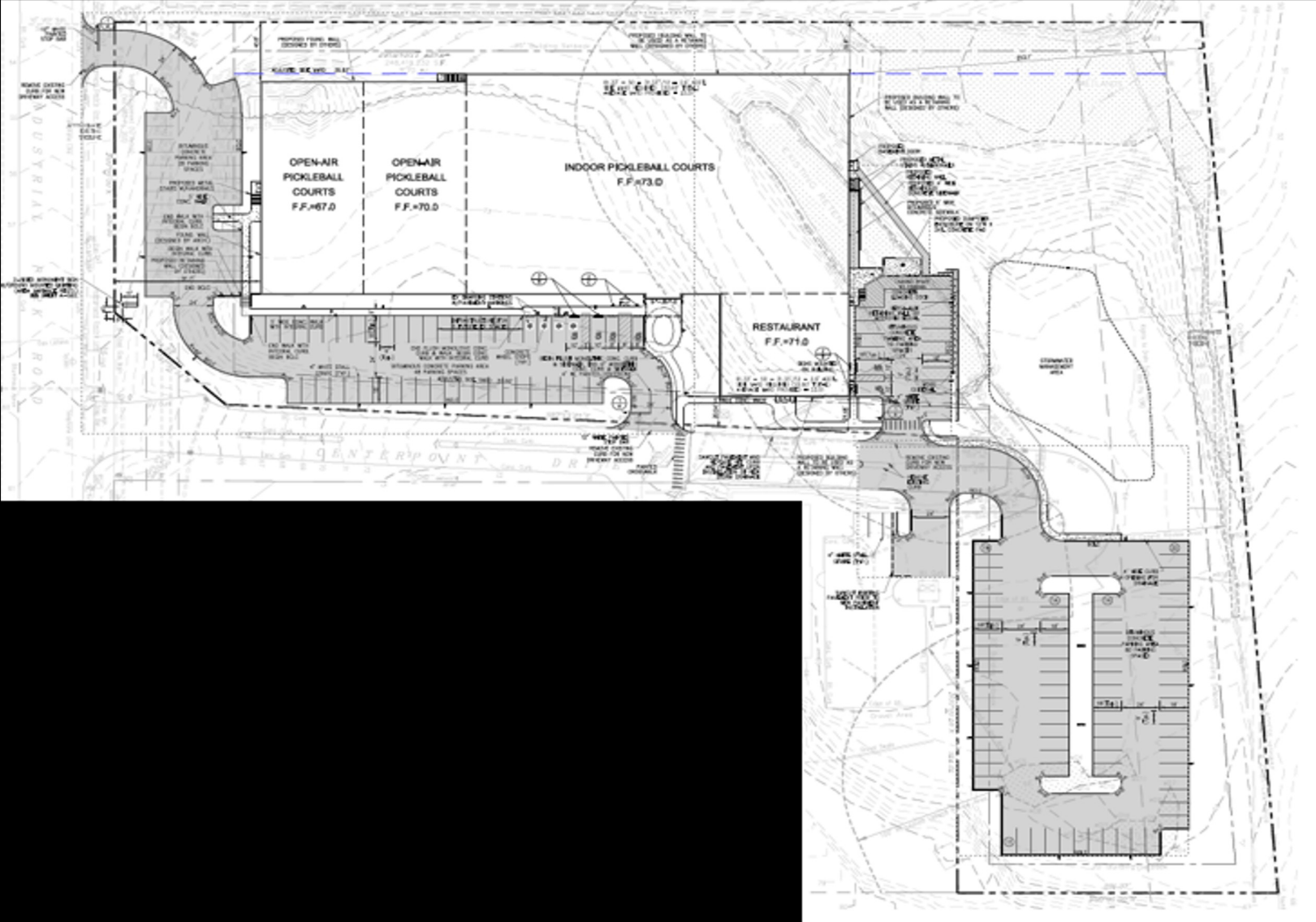
Restaurateur

Active recruiting of key employees and preliminary conversations with a number of impressive candidates with backgrounds including United States Tennis Association (“USTA”) players, National Collegiate Athletic Association (“NCAA”) coaches and experienced sports & hospitality managers.



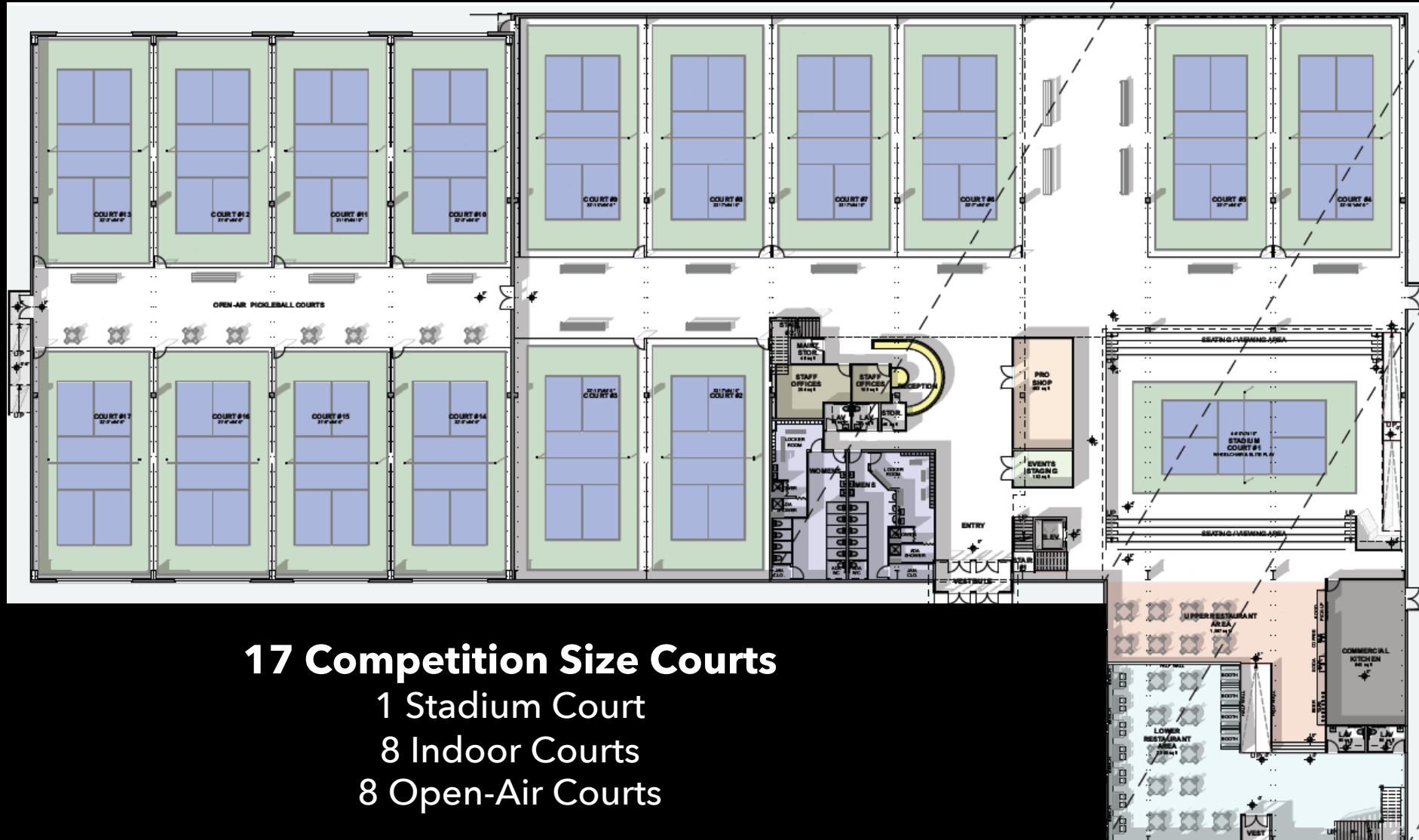
Appendix A

Site Plan



Appendix A

Floor Plan : Main



17 Competition Size Courts

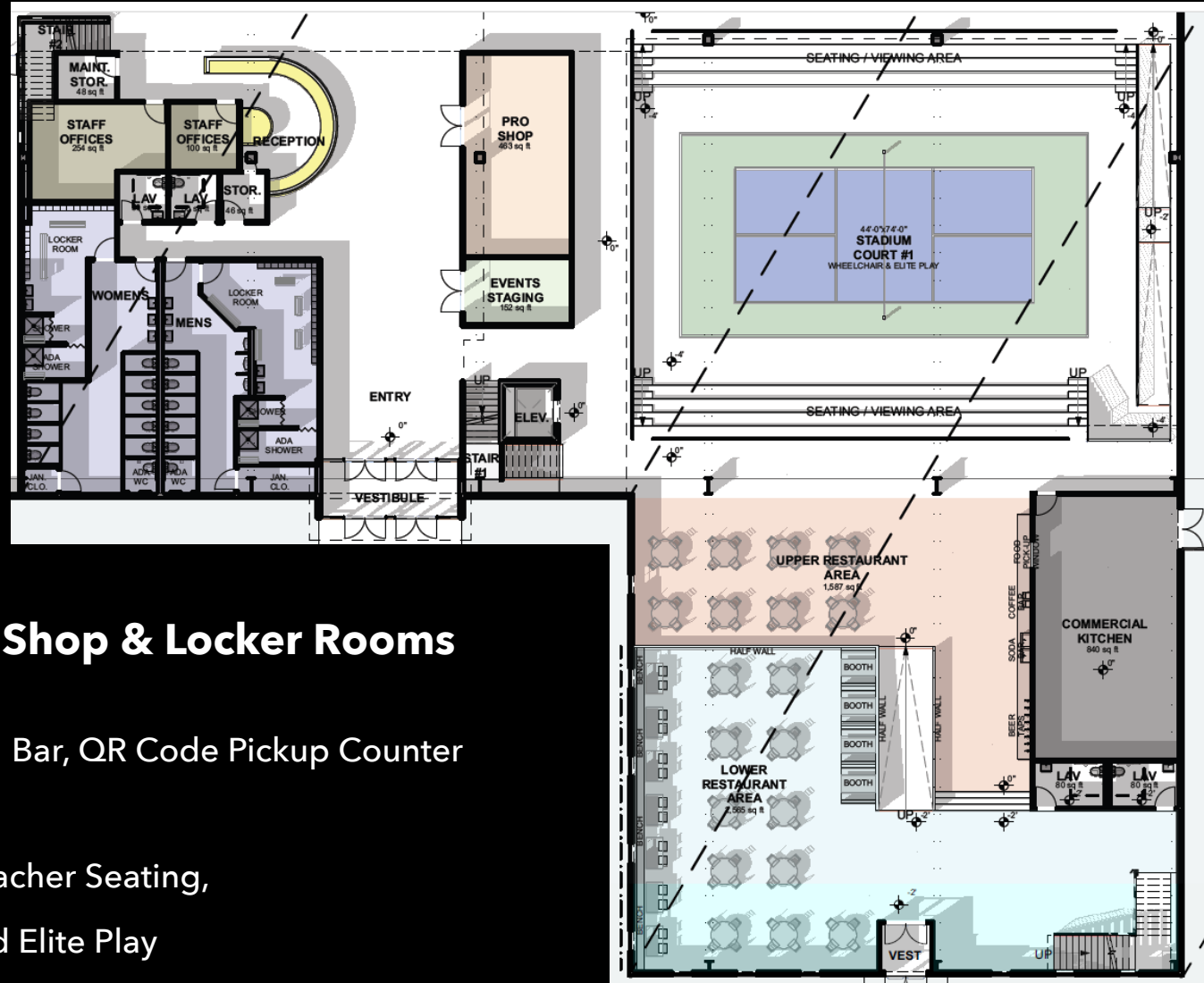
1 Stadium Court

8 Indoor Courts

8 Open-Air Courts

Appendix A

Floor Plan :
Entrance, Restaurant, Stadium Court



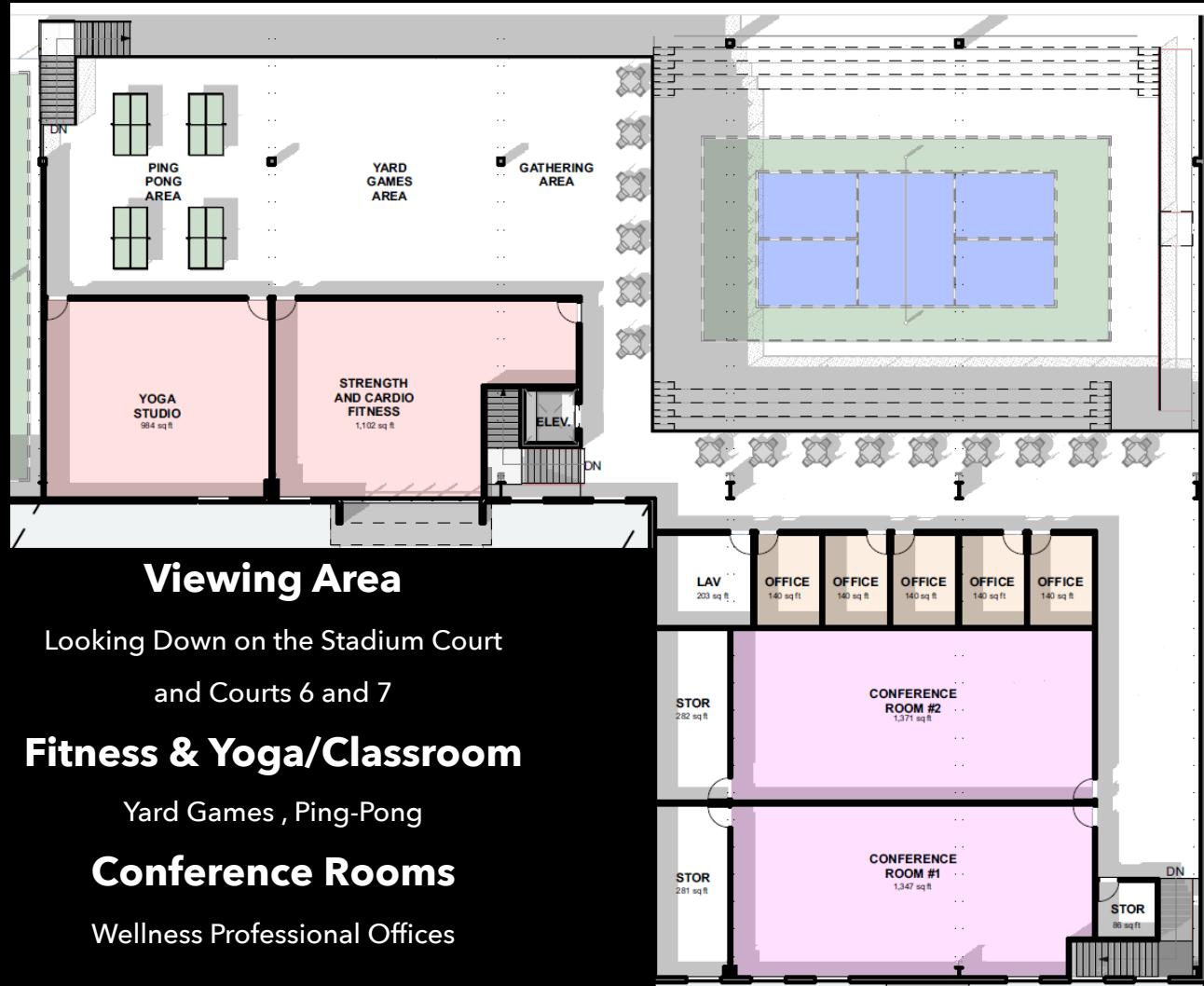
Main Entrance, Reception, Pro Shop & Locker Rooms

Restaurant, Beer/Wine Taps, Coffee/Smoothie Bar, QR Code Pickup Counter

Stadium Court-Recessed, Bleacher Seating,
Court Size-Wheelchair and Elite Play

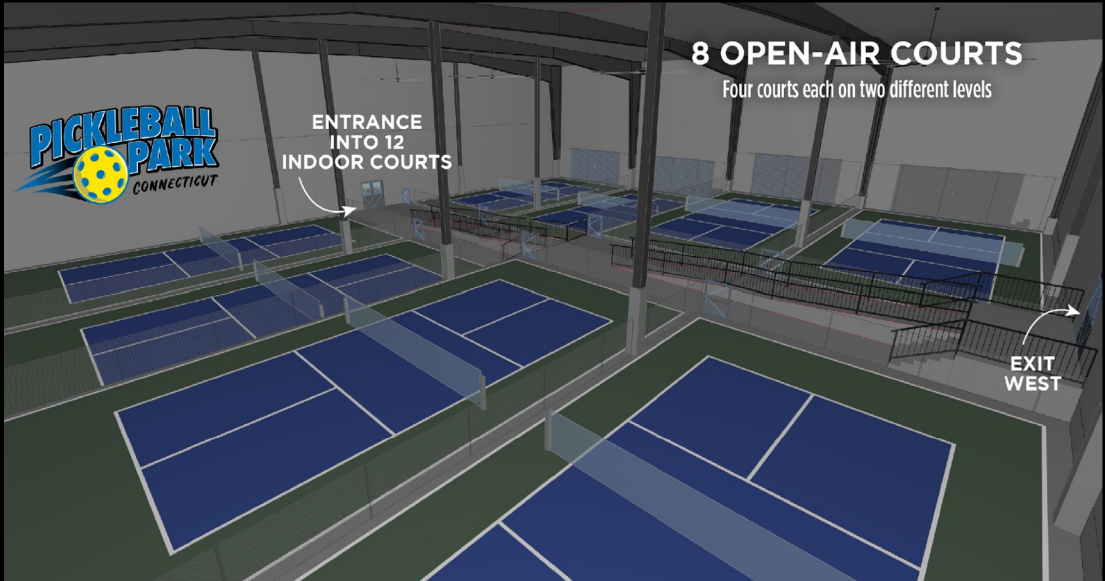
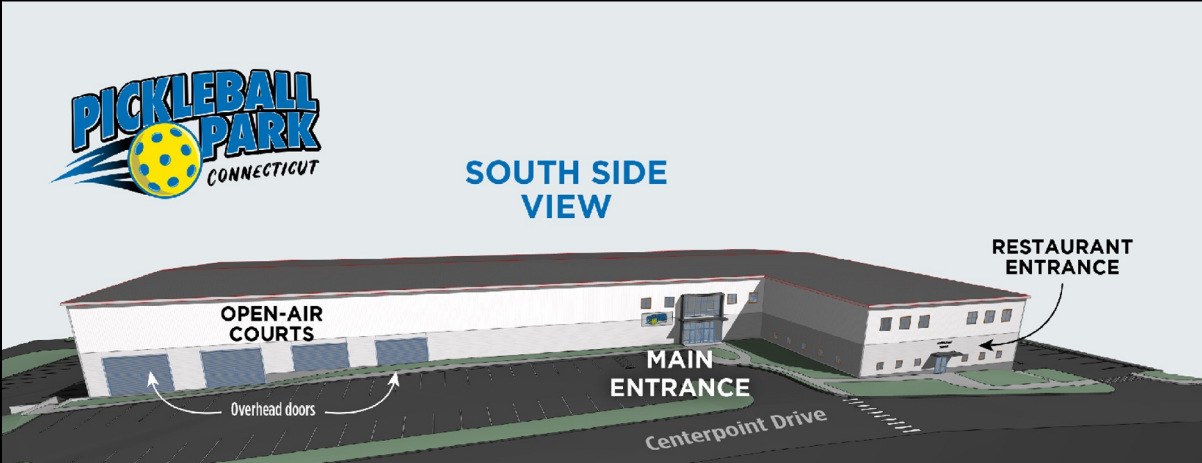
Appendix A

Floor Plan : Mezzanine



Appendix A

Renderings



Appendix B

Demographic Drive Time Report

Drive Time Report

for 15, 20, and 25 minutes around
101 Centerpoint Drive,
Middletown, CT 06457

Prepared: September 08, 2023

Demographics

Population

	15 minutes	20 minutes	25 minutes
Population	276,854	644,986	966,341

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B01003

Age

	15 minutes	20 minutes	25 minutes
Median Age	40	39	40

Map of 15, 20, and 25 minutes around 100 Centerpoint Drive, Middletown, CT 06457

