

# The Opportunity.

- Featuring fifteen competition-sized, cushioned pickleball courts and two padel 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.
- With a strong focus on Youth Programs, the Park will include over 9,000 square feet with state-of-the-art fitness equipment and an indoor turf field dedicated to speed, strength and agility training for young athletes ranging in ages from 9-12 through to high school players seeking D1 scholarships.



# 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

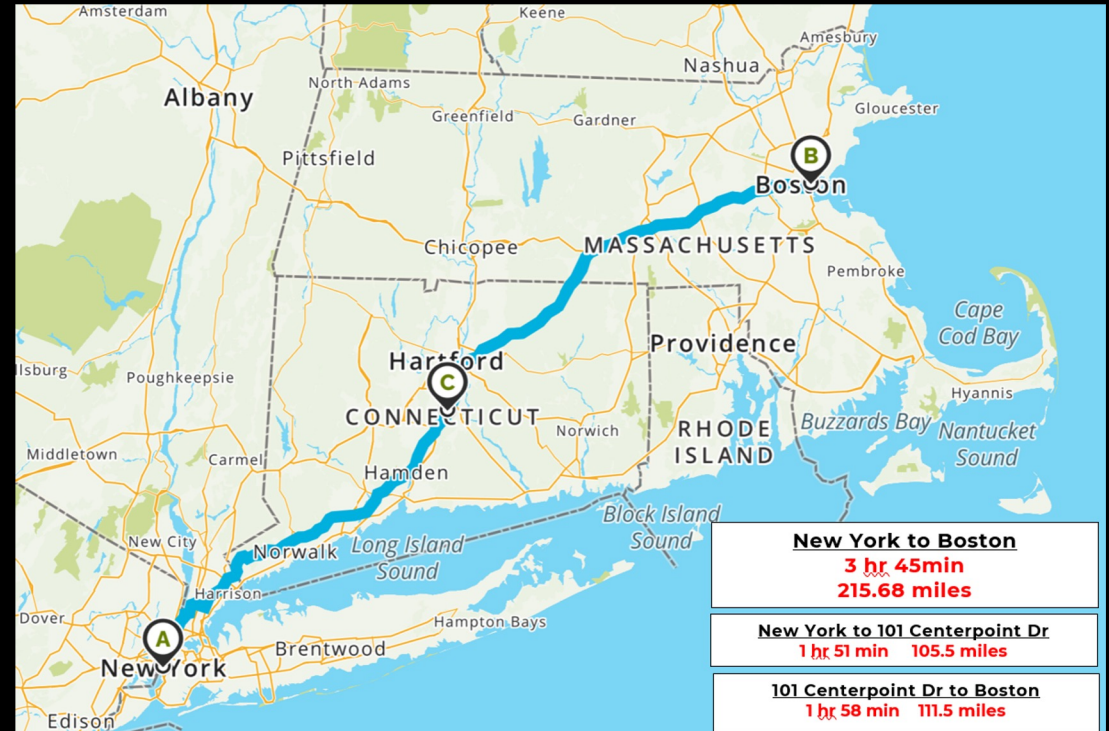


- The national market is far ahead of New England in the exponential growth of pickleball players and in meeting court-time demand.
- Dedicated indoor pickleball courts are in short supply in the northeast, with only nine dedicated indoor facilities throughout CT.
- First mover advantages for this large 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.



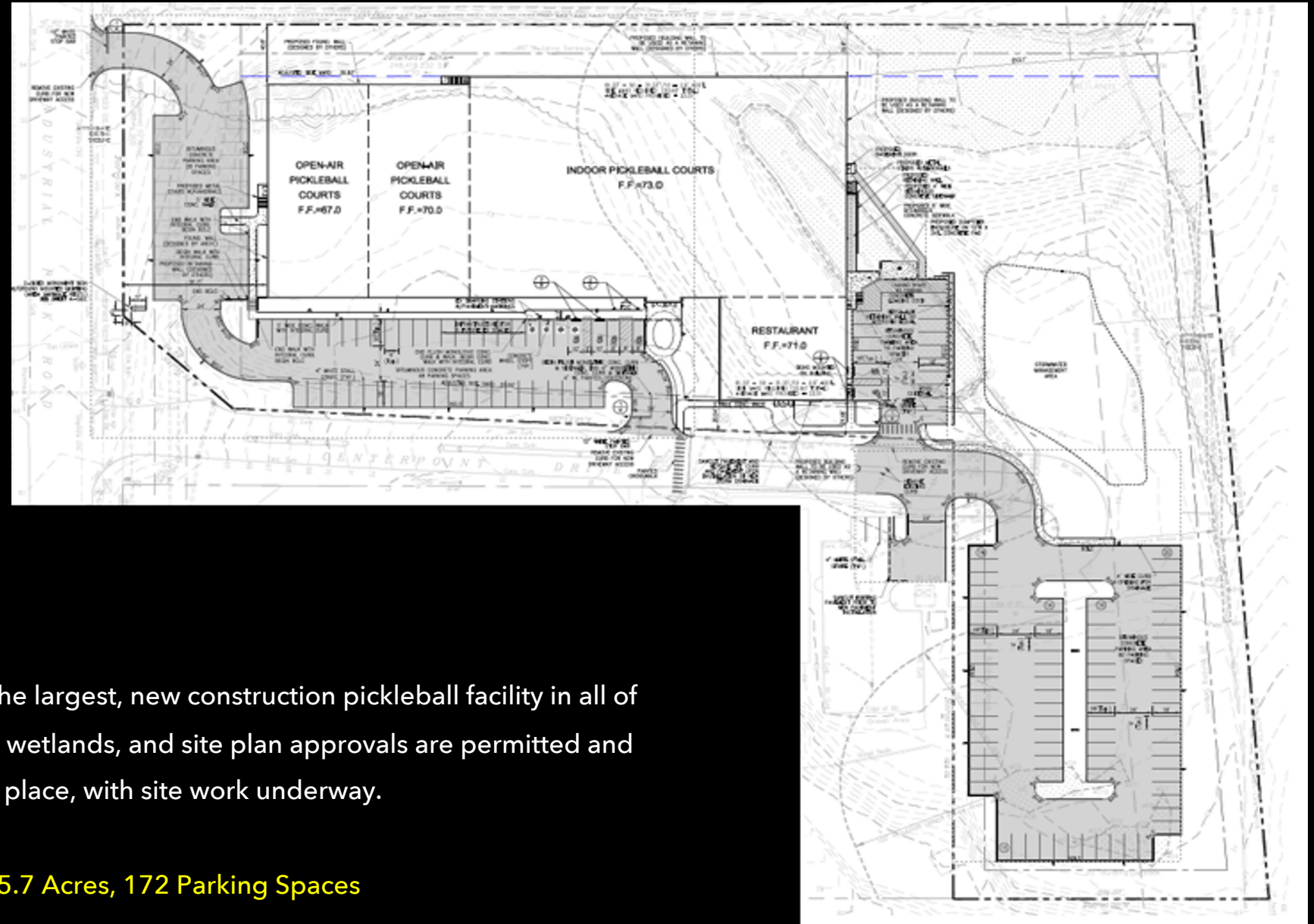
# Location

- 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

# Site Plan



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.

5.7 Acres, 172 Parking Spaces

# The Park



**17 Competition Size Courts**

1 Stadium Court

7 Indoor Courts

8 Open-Air Courts

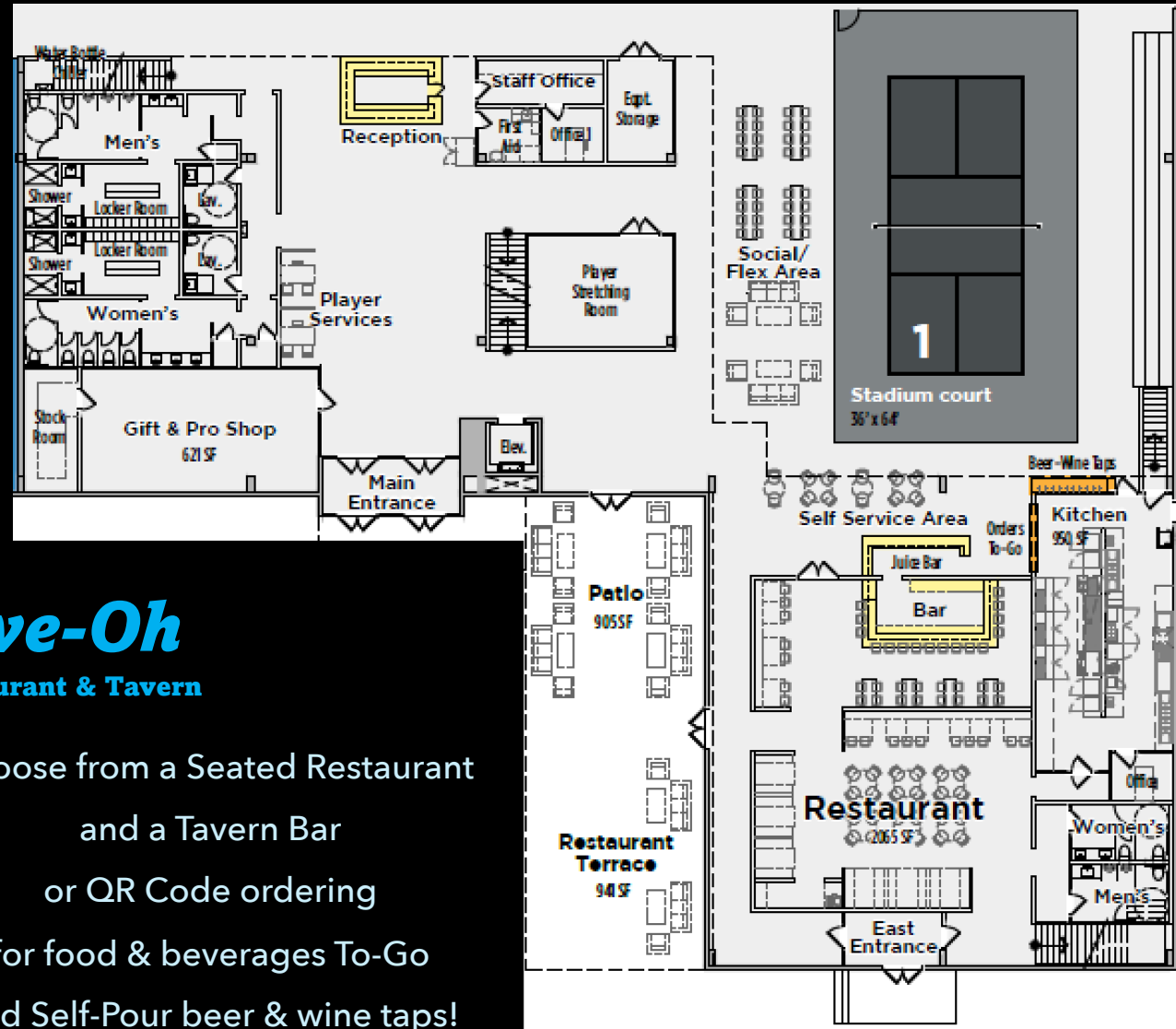
2 Padel Courts

# Clubhouse & Restaurant

## Players' Clubhouse

Welcome to Pickleball Park, a player's paradise—

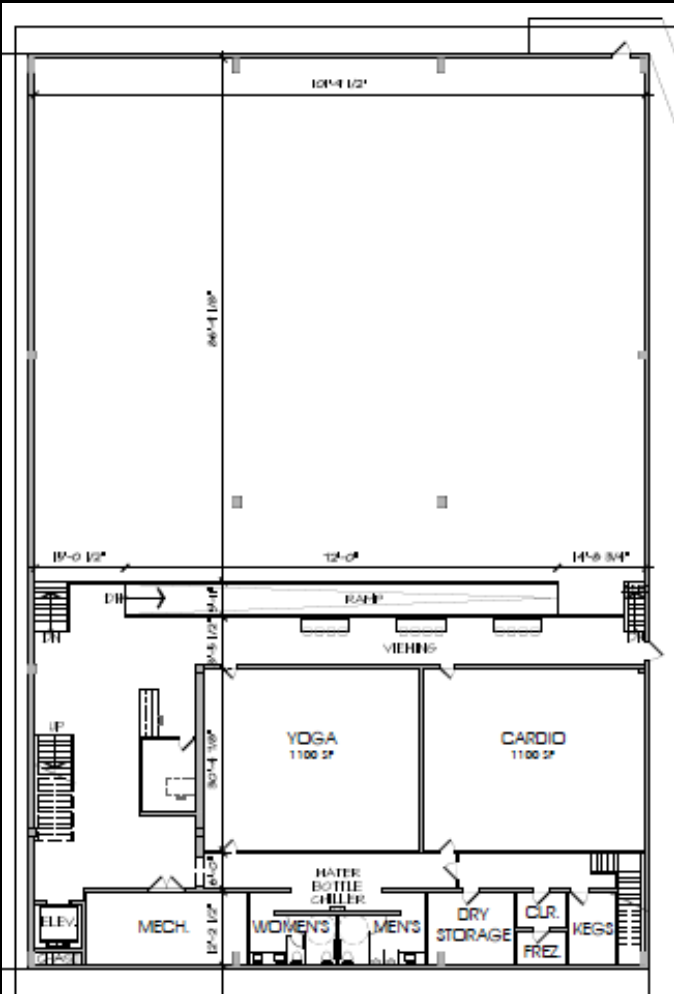
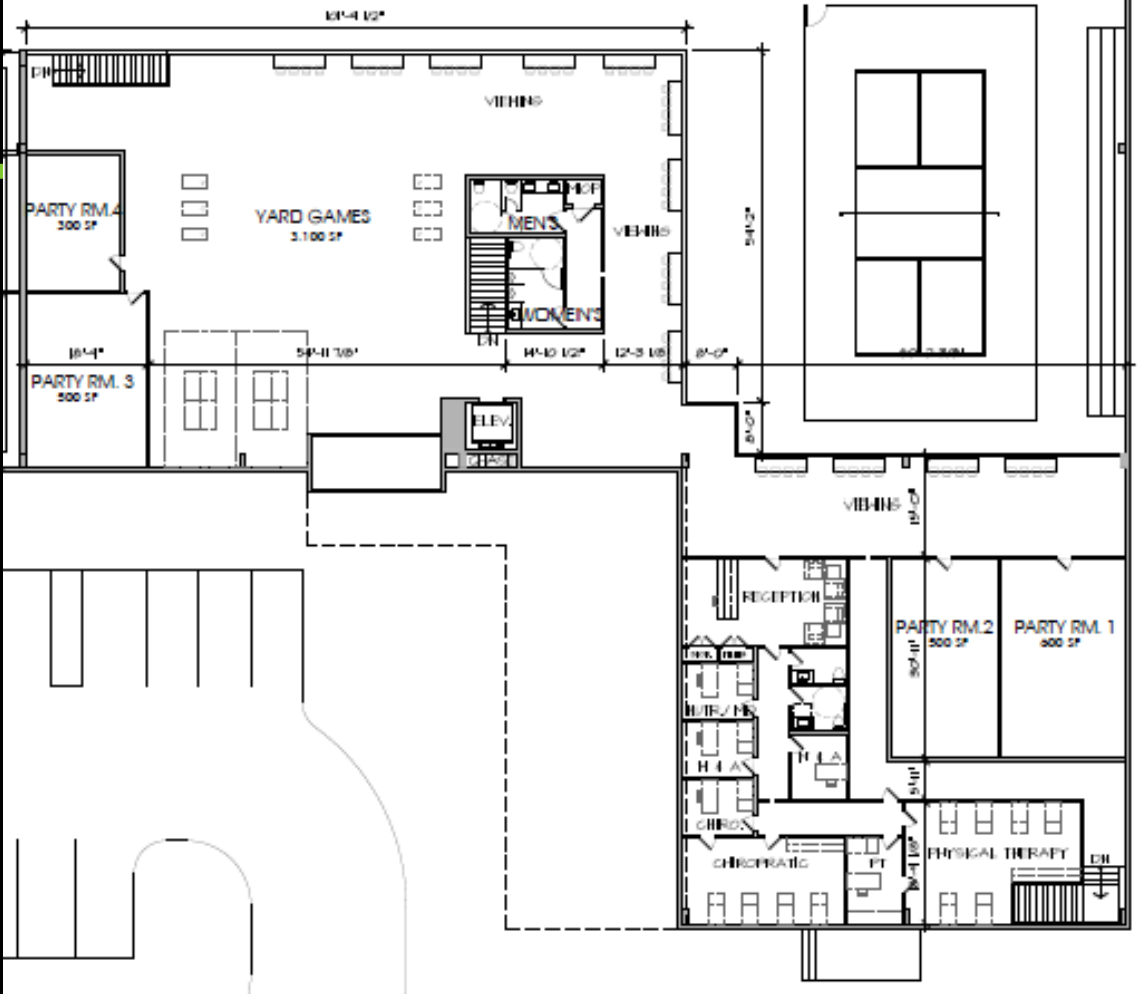
- Reception & Player Services
- Gift & Pro Shop
- Locker Rooms w Showers
- Players' Stretching Room
- First Aid Room



## Five-Oh Restaurant & Tavern

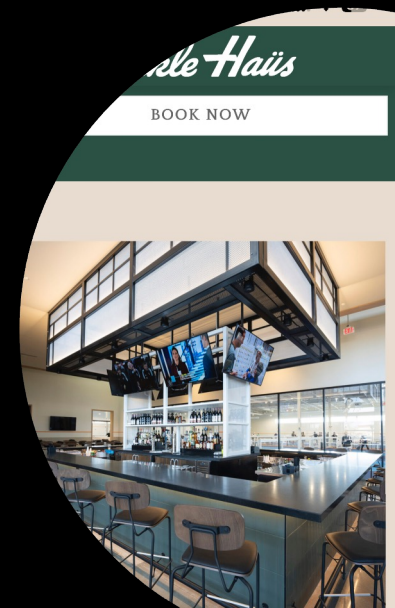
Choose from a Seated Restaurant  
and a Tavern Bar  
or QR Code ordering  
for food & beverages To-Go  
and Self-Pour beer & wine taps!

# Mezzanine & Lower Level

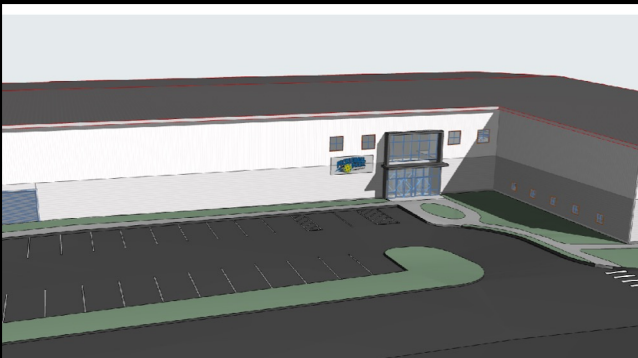


# Pickleball Park Features

- **Fifteen competition-sized, cushioned pickleball courts** including one center court with stadium seating and mezzanine viewing, six indoor courts, and eight open-air courts with overhead doors, closed and heated, weather determined. Also, **two padel courts**, catering to the leading international paddle sport and a certain draw, given the scarcity of courts in the U.S.
- **The Lower Level will feature a 9,000 square foot Youth Center** featuring speed, strength, and agility training, a 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 foot 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 Gift & 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.



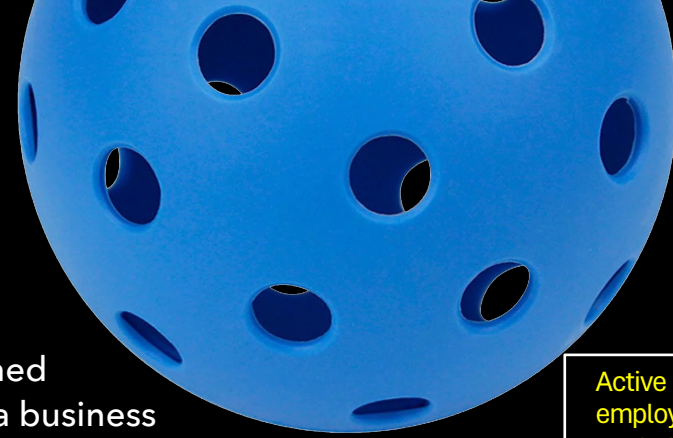




# Finance Streams & Programming

- **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.
  - **Strong focus on Youth Programs** featuring pickleball clinics, junior leagues, summer camps in addition to extensive Youth Speed & Agility Training
  - **Year-round adults, seniors and family programming** (lessons, leagues and camps) and social activities to appeal to a broad demographic.
  - **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

## Renderings

