

Benefits the Town

Supporting the ARPA Pickleball Proposal is a great **Partnership** with the town.

It meets a longstanding town need. P&R constructed the town's only dedicated pickleball courts at Ephesus in 2016.

There are currently over 2000 players in Chapel Hill.

Pickleball is the fastest growing sport in the US for the last decade. In the last two years it has grown by 40% annually.

This proposal is supported and endorsed by P&R (prioritized as one of top projects for ARPA funding); Parks, Greenways and Recreation Commission; the Visitors Bureau, all the local Pickleball groups.

Typical Evening at Ephesus



Why is Pickleball Important to Chapel Hill

Pickleball is unique in recreational sports in providing physical and mental health benefits to the community. You don't have to be an athletic or skillful to have fun. People learn to play and get hooked, and exercise several times a week. People who play gain an instant community of new friends, a social support group, which supports their mental health.

We have players of all capabilities participate including Parkinsons, Downs Syndrome, and Wheelchair.

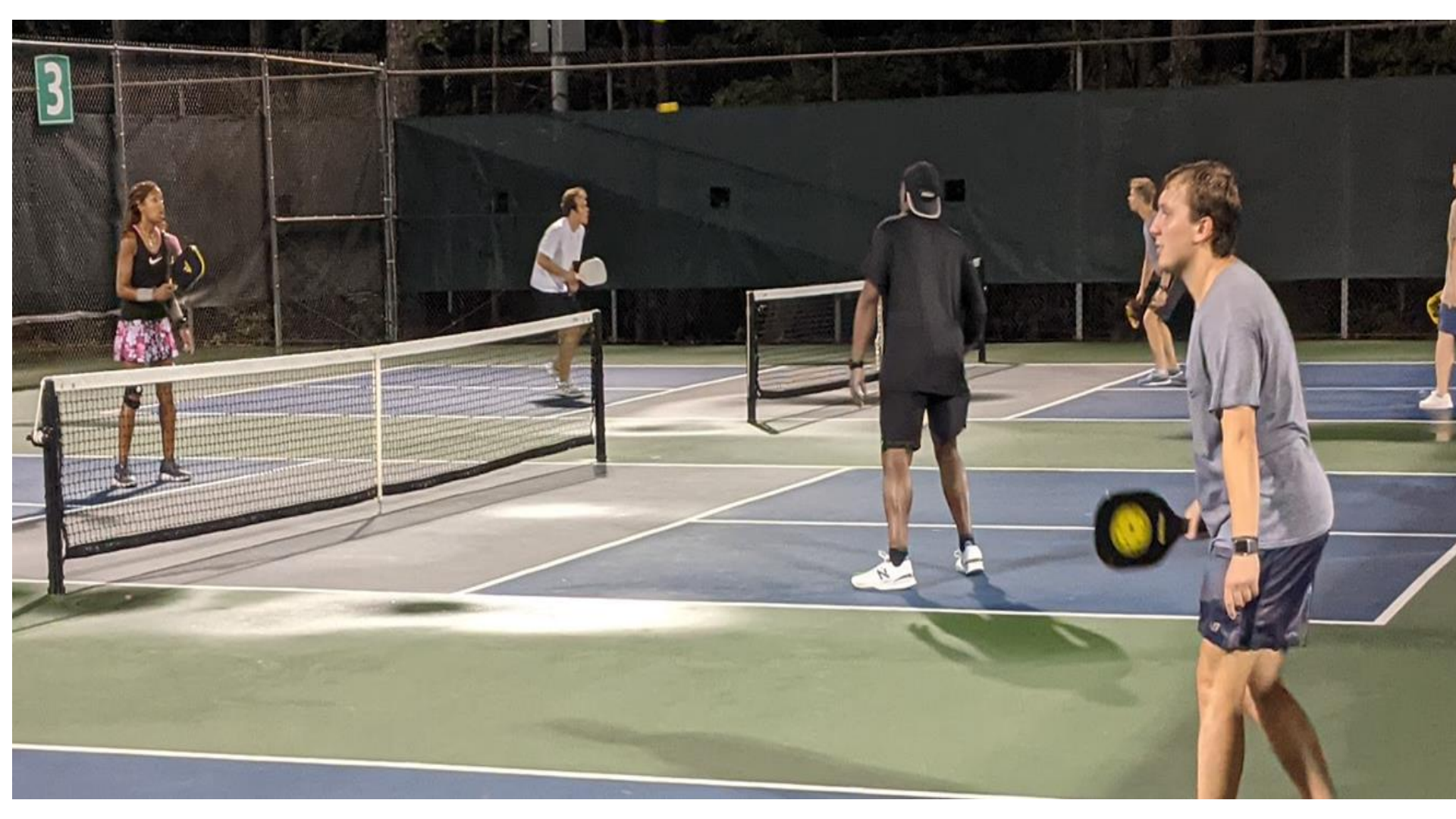


Most Accessible Sport

Pickleball is played by everyone. Our players are from 8 to 80s, all walks of life, all ethnicities.

Anyone is welcomed when they show up. Equipment and instruction are freely provided to new players. People learn to play in 30 minutes, and are ready to participate in games with other players after that.

It is unique, in that when you come to play pickleball you just show up, and join in. You don't have to reserve a spot, or arrange a foursome. New players become addicted to the sport because it's so easy and fun, and because of the social nature of the game where players interact and talk between games while waiting to play again.



Project is Ready

P&R has identified a Cedar Falls site. We have a budgeted proposal developed for building 14 courts as a shared partnership (ARPA \$400K, Pickleball \$400K). We are ready to go as soon as approved.

Once constructed new Cedar Falls courts allow more people to learn and enjoy the sport.

Waiting to Play on a Weeknight



Project financially benefits the Town

Having the larger court complex will generate an estimated **100K in revenue for town annually** through tournaments, leagues, clinics and fundraisers (Board of Visitors study). Revenue comes back to P&R as well benefitting local businesses from players coming to Chapel Hill.

Pickleball for PAWS fundraiser raised over \$5K two weeks ago



Make a Difference

Support everyone in Chapel Hill by providing an activity that benefits their physical and mental health.

Every week we train and add over 30 new players!!

They need a place to play.

