

**Subject:** Pickleball Advisory Committee - August 1, 7:00PM to 9PM at the Aquatics Center Small Conference Room

**Date:** Wednesday, July 26, 2023 at 1:09:09 PM Pacific Daylight Time

**From:** coyote8400@gmail.com

**To:** 'Gayle Bizeau', Julie Petersen, 'Michael Kringle', 'SA', 'Nicholas Konen', 'Linda Sandberg', 'Lance Trantham', Kat Ricker, coyote8400@gmail.com

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Here's where to start:

Agenda: Review, assign and develop the following:

- Review and development of specifications for the overall requirements for a for profit covered Championship Pickleball facility
  - Facility objectives and time frames
    - Business objectives
      - Supply the only off season (fall, winter, and spring) facility capable of supporting/addressing the demand of the Portland, Vancouver, and Salem markets.
      - Supply a sheltered low-cost environment that addresses climate change in all seasons.
      - Drive regional off-season tourism in coordination with Travel Oregon (Taste Newberg), Chehalem Valley Chamber of Commerce, local businesses, and industry.
      - Make money for the district to fund the facility and district operations.
      - Make the facility the center of the new district strategic approach to merchandising its assets as a managed destination using partnerships.
      - Initiate very active event marketing and management.
      - Capture new customers (market share) via media and training.
    - Institute quantitative measurement of objectives
    - Set Timetable of events to implement.
    - Begin location development.
  - Target/served market with customers segments.
    - Seniors primarily plus all others
    - In district
    - Out of District - served.
      - Portland Metro Area
      - 30-mile radius
    - National, regional, and local markets via tournaments and other business and media opportunities
      - Focus on Senior activities.
      - Two major off-season tournaments per year – 750 to 900 participants each
      - Two major off season regional tournaments per year – 250 to 350 participants each
      - Four local year-round tournaments – 100 to 150 participants each
  - Detailed functional requirements
    - Financing
    - Revenue and profit requirements
    - Operational systems requirements
    - Management and staffing
    - Operating hours
    - Logistical support facilities