



THE BUSINESS OF PICKLEBALL

APRIL 2024 VOL. 1, NO. 1

ISSUE OVERVIEW

Welcome to the inaugural issue of *The Business of Pickleball*.

My ambition with this newsletter is to provide the information and data that I craved when running Pickleball Central, Pickleball Tournaments, and Pickleball Station. Sure, some of this was available at the time, but I was either too busy to find it and digest it, or I couldn't put my hands on it when I needed it.

This newsletter will, of course, be a work in progress. I want to hear from subscribers about what you like or dislike and what content you would love to see added. Our plans include pulling in experts on some topics and partnering with organizations to do more original research and data collection. We also plan to have appropriate discounted offers for products or services.

Please send in press releases or other information appropriate to our editorial focus.

So enjoy this first issue. Then email me with feedback.

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April is National Pickleball Month. This is a good time to reflect on the growth of pickleball since 1965 and the prospects for continued growth.

I was introduced to pickleball in the late 1980s when I bought a house in Maple Valley, Washington that happened to have a pickleball court. I purchased wood paddles and balls at Sports Authority (rip). Played a bit. Fast forward to 2006 when Anna (my wife) and I founded Pickleball Central. I never dreamed the sport would grow to where it is at today.

Future Growth

As for future growth - the sport will definitely continue to grow. Factors in favor of growth:

- Pickleball is only starting to take off in the collegiate/high school market, this is a huge market in tennis. I expect pickleball to see big growth in leagues, clubs, and coaching. The youth sports market is valued at \$30 billion - more than any professional league in the world - and pickleball is just getting started.
- The growing presence of indoor courts. This trend is just starting and will be driven by the four major franchisors - Dill Dinkers, The Picklr, Pickleball Kingdom, and Ace Pickleball Club. Look for upwards of 1,000 franchises with over 10,000 indoor courts over the next five years. Add in independent facilities and you might have an additional 10,000 indoor courts.
- The tipping point is coming in international pickleball. To be honest, it has taken longer than I anticipated. Active federations and associations are blossoming all over the globe. The newly announced World Series of Pickleball will potentially jump start serious competition worldwide.

Largest Pickleball Companies

I have been noodling which companies are currently the largest by "pickleball revenue." My top candidates (not necessarily in order):

- Amazon
- Franklin Sports
- Pickleball Central
- Chicken N Pickle (pickleball revenue only - see article)
- Selkirk Sports

Other candidates: Life Time, UPA, Joola, Dicks, Paddletek. Let me know if I missed anyone.

Other major news hitting in the last month or so:

- The United Pickleball Association (UPA), formed through the merger of the Professional Pickleball Association (PPA) and Major League Pickleball (MLP), settles long-running tensions between the two organizations and hopefully puts the focus back on growing professional pickleball.
- World Series of Pickleball is announced. Launching in 2025, the series will consist of six major events annually across different continents. Backed by the Times Group, a news and entertainment leader in India, and partnered with Pickleball Asia, each event will reportedly have \$500,000 to \$1,000,000 in prize money up for grabs.

Abbreviation Quiz
How many abbreviations of pickleball organizations do you know? Answers on page 16.

Abbreviation
APP
CAP
CNPL
CPA
EPF
GPF
IPF
IPPA
IPTPA
MLP
NCPA
NPL
PAA
PBX
PCO
PPA
PPR
SFIA
UPA
USAP
WPF
WPT

Benchmarks

We are tracking indicators that show the general health of the pickleball industry; in many ways they are future economic indicators for pickleball. We are working with partners to provide additional benchmarks in future issues.

Pickleball Business Dashboard

Pickleball Jobs

	Jan	Feb	Mar
Indeed	1488	1229	1833
LinkedIn	164	192	236

source: internet

Pickleball Stocks

	Jan	Feb	Mar
Life Time	13.30	13.52	15.52
Escalade	16.06	9.21	13.75

source: internet

Pickleball Paddle Companies

	Jan	Feb	Mar
			633

source: PCG database

Registered Pickleball Trademarks

	Jan	Feb	Mar
			320

source: USPTO, PCG analysis

SFIA Pickleball Players

source: SFIA

	2019	2020	2021	2022	2023
Millions	3.46	4.20	4.82	8.90	13.60

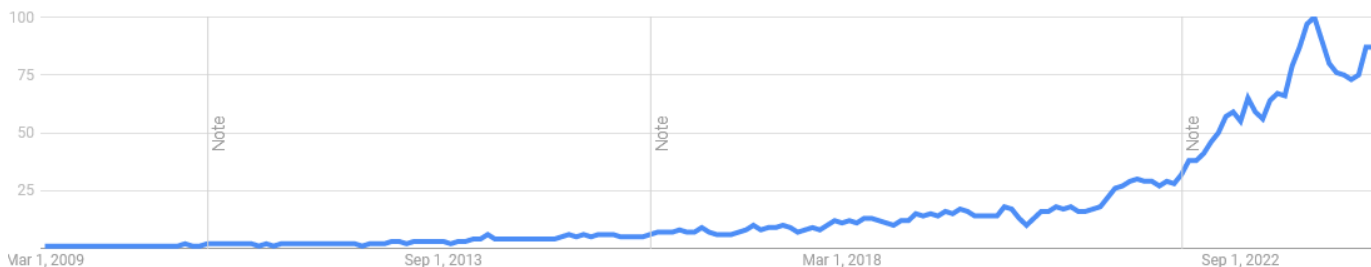
Franchise Tracking

source: company provided

	Mar	
	<u>Committed</u>	<u>Open</u>
Ace Pickleball	95	2
Dill Dinkers	246	4
Pickleball Kingdom	140+	2
The Picklr	284	8

Benchmarks

Google Trends - searches for "pickleball"

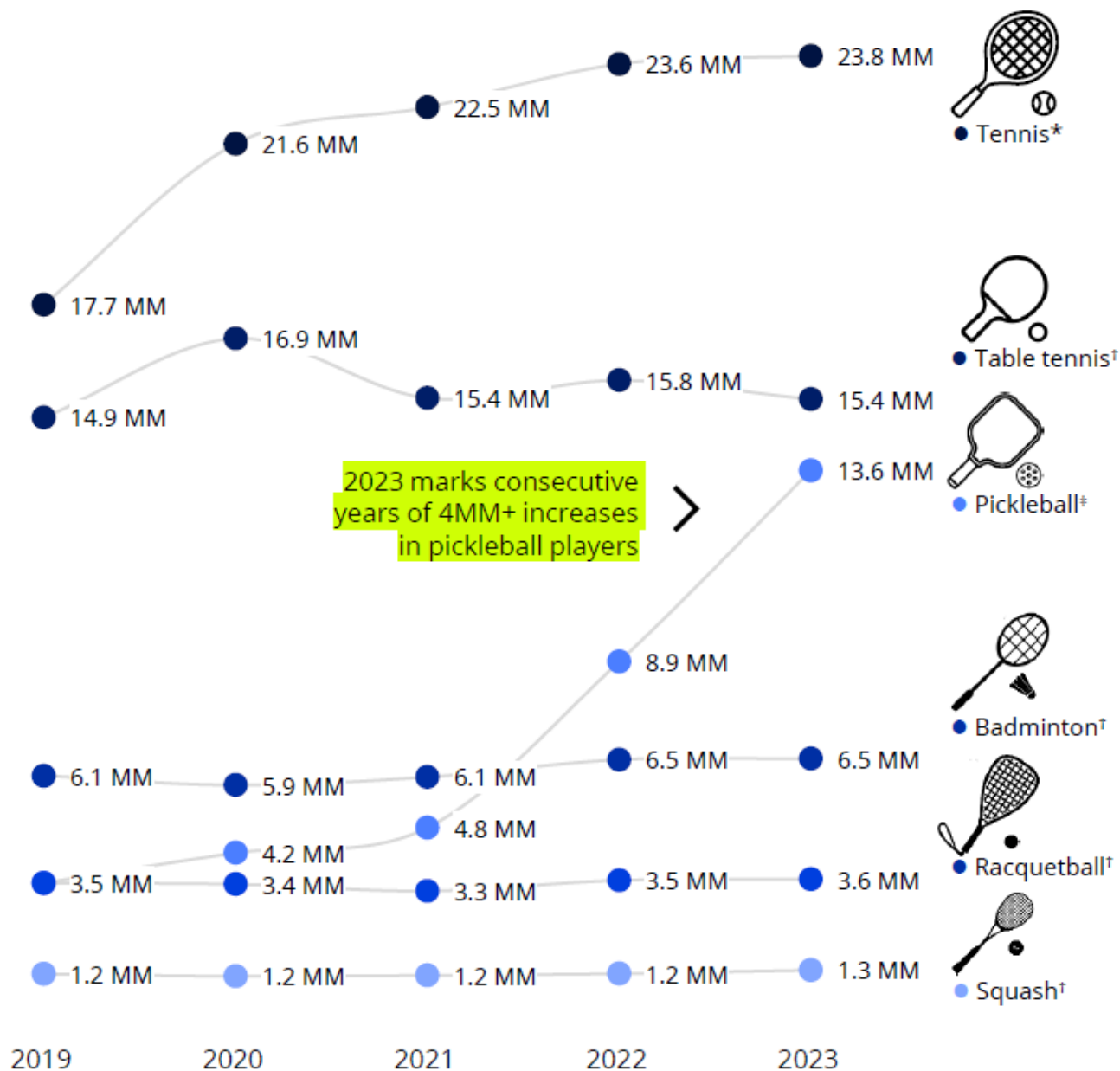


source: Google

Racquet Sports Participation

Since 2019, U.S. tennis participation has grown by more than six million players (34%), while pickleball has experienced even larger gains – now with 10 million more players than it had in 2019 (+289%). The pickleball growth curve is unmatched, and yet tennis still remains the racquet sport of choice for the greatest number of Americans.

Chart 3. Number of Americans (ages 6+) who played each of the following racquet sports 1+ times in the calendar year



source: PAC study

Mergers & Acquisitions. Investing

Money is pouring into pickleball. The following is an overview of mergers and acquisitions over the last 10 years that we are aware of. Not included are investments into MLP teams.

Year	Type	Party 1 (seller)	Party 2 (buyer)
2014	Acquisition	Pickleball Now	Escalade Sports
2015	Acquisition	Onix Sports	Escalade Sports
2015	Acquisition	Pickleball Paddles Plus	Pickleball Central
2016	Acquisition	Pickleball Inc.	Pickleball Central
2018	Acquisition	Pickleball Tournaments	Pickleball Central
2021	Acquisition	Pickleball Central and Pickleball Tournaments	Dundon Capital Partners
2022	Investment	APP	Intersport
2022	Acquisition	Top Pickleball	Armour Pickleball
2022	Acquisition	Pickleball Brackets	Dundon Capital Partners
2022	Acquisition	TopCourt	Dundon Capital Partners
2023	Merger	US Open Pickleball Championships	Pickleball4America
2023	Merger	Civile Apparel	Centerline Athletics
2024	Merger	Paddletek	ProXR Pickleball Boundless Pickleball
2024	Merger	Major League Pickleball	Professional Pickleball Assoc.

Other news:

- Two major League Pickleball Challenger teams, the ATX Pickleballers and Milwaukee Mashers, decided not to operate this year and were bought out by the newly-formed United Pickleball Association (UPA), Look for the teams to be for sale next year - possibly for \$15-20 million.
- Dink and Dine Pickle Park is looking for investors.
- JP Morgan is now calling sports an asset class. Maybe we will see them in pickleball...
- Pickleball Pop-ups closes fundraising round, eyes nation-wide expansion. The initial funding round was lead by a small group of accredited investors with close ties to the founders.

Events

Events that have a pickleball business focus.

Event	Dates	Location	Link
Pickleball Minds	May 3	Princeton NJ	https://pickleballminds.com/ <i>use discount code: SPECIAL-DAJO1</i>
World Pickleball Convention	June 6-9	Las Vegas	www.nationalpickleballexpo.com/
Picklecon	August 8-11	Kansas City	www.picklecon.com
Pickleball Minds	October 4	Asia	https://pickleballminds.com/

Marketing

- Targeted sponsorship opportunities at tournaments are available with PT Perks. Sponsorships can be in cash or products for raffles or giveaways. Tournaments can be targeted by location or size. Email Casie@pickleballtournaments.com for more details.
- You probably know that Walmart sells pickleball equipment in its stores and online. Did you know that Walmart is also giving away 250,000 free pickleball court reservations for customers, Walmart+ members and associates?

Walmart is doubling down on its commitment to provide access to sports for communities across the country by increasing comped pickleball court reservations offered through sports booking platform Break the Love from 125,000 to 250,000. These reservations, offered to Walmart customers, Walmart+ members and associates, ensure access to courts, publicly accessible spaces, and affordable equipment to meet the growing demand of pickleball and other team sports at a national scale. This renewed, award-winning partnership between Walmart, the nation's largest retailer, and Break the Love, a leader in its space, offers a simplified way to prioritize time with family and friends through a shared love of sports.

- Walmart's partner in this program, Break the Love, is looking for partners: facilities, or brands/pros. For more details see <https://www.partnerwithus.breakthelove.com/>.
- Sponsorship opportunities are available at all of the events listed above.

Next Month in Marketing

Next month we will provide a detailed overview of advertising and sponsorship opportunities.

Legal, Intellectual Property

Trademarks

Trademark protection is an important component of protecting your company's intellectual property. While we are not trademark experts, we have navigated the US Patent and Trademark database to highlight trademarks with the word pickleball in the term or the description:

1. Trademarks applied for in March 2024
2. Trademarks granted in March 2024
3. Trademarks with the term pickleball in the name granted through April 5, 2024

Trademark applications in March 2024		
PICKLEBALL ATL	IC 025: Athletic apparel, namely, shirts, pants, j	Sieradzki, Raymond
BULLFROG PICKLEBALL	IC 025: Hats; Shirts; Shoes; Shorts; Shirts and sh	Jeremy Aliff
PICKLEBALL PREP	IC 025: Athleisure, Athletic Apparel, Pickleball A	The Beach House 11937
PICKLEBALL TACO	IC 030: Taco, namely, taco shells, tostadas, torti	Brian Reaux
BOP PICKLEBALL	IC 028: Paddles for playing a paddleball-style spo	LaFaye, Ryan James
ANYWHERE PICKLEBALL	IC 025: Pants; Shoes; Sweatshirts; Athletic appare	Angus Wong
PICKLEBALL SOCIETY	IC 025: Clothing namely, t-shirts, sweatshirts, sh	BRANDWAGON INC.
SMART PICKLEBALL	IC 035: Advertising and marketing in the field of	WENDY GARRIDO INTERNATIONAL
GREEDY PICKLEBALL	IC 025: Hats; Shirts; Shorts; Shirts and short-sle	Garoutte, Alex M
HEXA PICKLEBALL	IC 025: Athletic apparel, namely, shirts, pants, j	Camara, Roberto
MOMENT PICKLEBALL	IC 028: Sporting goods and equipment for speed tra	Moment Performance, Inc.
ENZO PICKLEBALL		Tran, Justin K.
HALCYON PICKLEBALL	IC 025: Clothing, namely, athletic shirts; hats; h	Fotopoulos, Panayiotis M.
ANYTIME PICKLEBALL	IC 041: Rental of indoor recreational facilities f	Deanna Lorincz
PICKLEBALL SPINMASTERS	IC 028: Balls for games.	Moment Performance, Inc.
PICKLEBALL WORLD SERIES	IC 025: Hoods; Pullovers; Shorts; Socks; Sport sto	Pickleball League Asia Private Limited
THE PICKLEBALL AUTHORITY	IC 035: Retail store services featuring pickleball	Randal Sapoznik
LITTLE LEAGUE PICKLEBALL	IC 035: Administration of community recreational s	Darling, Charles
PICKLEBALL WORLD SERIES	IC 025: Hoods; Pullovers; Shorts; Socks; Sport sto	Pickleball League Asia Private Limited
LITTLE LEAGUE PICKLEBALL	IC 035: Administration of community recreational s	Darling, Charles
UNITED PICKLEBALL ASSOCIATION	IC 025: Apparel, namely, athletic uniforms, athlet	Pickleball Holdco, LLC
PD PICKLEBALL DRILLER	IC 028: Equipment sold as a unit for playing a pad	Metzkes, Penny J.
X-TREME PICKLEBALL TRAINER	IC 028: Sporting articles and equipment, namely, T	XTREMETALENT
IGL PICKLEBALL BALL'S ON ICE	IC 028: Ice chest lid, namely, pickleball equipmen	Brian Reaux
PICKLEBALL PHARMACEUTICAL	IC 005: Sports cream for relief of pain.	Bond, Devan

Trademarks granted in March 2024	
CLASSIC PICKLEBALL	IC 025: Hats; Sweatshirts; T-shirts; Sweatshirts f
P +	IC 028: Paddles for playing a paddleball-style spo











Legal, Intellectual Property

Trademarks registered through April 5, 2024 with the name "pickleball" in the word mark:

AMERICAN PICKLEBALL ASSOCIATION	PICKLEBALL BURN	PICKLEBALLYHOO
BIG DILL PICKLEBALL	PICKLEBALL CAPITAL OF THE WORLD	PICKLEBILLY TRAVEL. PLAY PICKLEBALL. MEET PEOPLE. SAVE MONEY
BIG POINT PICKLEBALL PLAYER	PICKLEBALL COCKTAIL	POWER PICKLEBALL LEAGUE
BOULDER PICKLEBALL	PICKLEBALL DESK	PPR PROFESSIONAL PICKLEBALL REGISTRY
BUILT BY PICKLEBALL PLAYERS FOR PICKLEBALL PLAYERS	PICKLEBALL FOOD PUB	PRECISION PICKLEBALL
CARLSBAD PICKLEBALL	PICKLEBALL FOOD	PREMIER PICKLEBALL LEAGUE
CLASSIC PICKLEBALL	PICKLEBALL GLOBAL	PRIMETIME PICKLEBALL
CROSTOWN PICKLEBALL CLUB	PICKLEBALL HALL OF FAME EST. 2017	PYTHON PICKLEBALL
DECKER PICKLEBALL	PICKLEBALL HERO	QUICK PICKLE FOR THE LOVE OF PICKLEBALL
DESTINATION PICKLEBALL	PICKLEBALL IN PARADISE	QUITE POSSIBLY THE PERFECT PICKLEBALL BAG
DINK RESPONSIBLY PICKLEBALL APPAREL	PICKLEBALL IN THE SUN	RECESS PICKLEBALL
DINKSHOT PICKLEBALL	PICKLEBALL INDUSTRY ASSOCIATION	ROCKY MOUNTAIN PICKLEBALL
DOCTOR PICKLEBALL	PICKLEBALL INSIDER	ROOF TOP PICKLEBALL
DREAMLAND UNIVERSAL PICKLEBALL RATING	PICKLEBALL IT	ROYAL PICKLEBALL
DROP SHOT PICKLEBALL	PICKLEBALL JONES	SOUTHERN TROPICS PICKLEBALL
DYNAMIC UNIVERSAL PICKLEBALL RATING	PICKLEBALL KITCHEN	SURF CITY PICKLEBALL
DYNK LIFE PICKLEBALL EST. 2018	PICKLEBALL MOJO	TEXAS OPEN PICKLEBALL
EASTPORT PICKLEBALL	PICKLEBALL NIGHT IN AMERICA	THE ART OF PICKLEBALL
F PICKLEBALL	PICKLEBALL PERFORMANCE	THE BIGGEST PICKLEBALL PARTY IN THE WORLD
FIRST STRIKE PICKLEBALL	PICKLEBALL PRO	THE MINNESOTA PICKLEBALL OPEN
FLEMINGTON PICKLEBALL CLUB FPC	PICKLEBALL REVIEWS	THE PICKLEBALL GURU
GLOBAL PICKLEBALL NETWORK	PICKLEBALL REVOLUTION	THE PICKLEBALL SHOW
GOTTA PICKLEBALL	PICKLEBALL ROCKERS	TOP GUN PICKLEBALL
GRYP PICKLEBALL	PICKLEBALL ROCKS	TOTAL PICKLEBALL
INPICKLEBALL	PICKLEBALL ROCKS	TUESDAY NIGHT PICKLEBALL
IQ PICKLEBALL GAME DEVELOPMENT SYSTEM	PICKLEBALL SAVINGS	U.S. NATIONAL INDOOR PICKLEBALL CHAMPIONSHIPS
IT'S A PICKLEBALL THING.	PICKLEBALL SAVINGS BEST BRANDS - BEST VALUE	UNSTOPPABLE PICKLEBALL
JOJO+LO PICKLEBALL	PICKLEBALL SCORECASTER	US OPEN PICKLEBALL ACADEMY
KEFI PICKLEBALL	PICKLEBALL SENSEI	US OPEN PICKLEBALL CHAMPIONSHIPS
LONE STAR PICKLEBALL	PICKLEBALL SHERO	US PICKLEBALL CHAMPIONSHIPS
LUCKY SHOTS PICKLEBALL CLUB	PICKLEBALL SISTERS	US TEAM PICKLEBALL
MAJOR LEAGUE PICKLEBALL	PICKLEBALL SUN TOPS	USA PICKLEBALL
MINOR LEAGUE PICKLEBALL	PICKLEBALL THERAPY WORKS 4 ME	WE ARE PICKLEBALL
NATIONAL PICKLEBALL CENTER	PICKLEBALL TUTOR	WHERE PICKLEBALLERS GATHER
NATIONAL PICKLEBALL LEAGUE	PICKLEBALL UNIVERSITY	WORLD PICKLEBALL CHAMPIONSHIP
NORTH STAR PICKLEBALL	PICKLEBALL VIBE	WORLD PICKLEBALL DAY
NPC NAPLES PICKLEBALL CENTER	PICKLEBALL WARRIOR	WORLD PICKLEBALL GAMES
PADDLE CANDY PICKLEBALL	PICKLEBALL WARRIORS	WORLD PICKLEBALL RANKINGS
PADDLE CANDY PICKLEBALL	PICKLEBALL WORLD	WORLD TEAM PICKLEBALL
PCW PICKLEBALL CAPITAL OF THE WORLD	PICKLEBALLCATIONS	WWW.ATLPBA.ORG ATLPBA ATLANTA PICKLEBALL ASSOCIATION
PEP PICKLEBALL	PICKLEBALLCENTRAL	ZONE PICKLEBALL
PICKLE CONNECT.COM THE PULSE OF PICKLEBALL	PICKLEBALLCENTRAL.COM	
PICKLEBALL	PICKLEBALLGALAXY	
PICKLEBALL BUG	PICKLEBALLONLINE.COM	
PICKLEBALL BUNYAN	PICKLEBALLSAVESLIVES	
	PICKLEBALLTV	

- The trademark "Pickleball Rocks" may be coming on the market as a result of the chapter 7 bankruptcy filings (\$1.6 million in assets, \$47 million in debts) surrounding Rodney Grubbs and his collection of companies. Domains that could be sold include pickleballrocks.com, helpingpickleballgrow.com, pickleballshopping.com, pickleballchristmas.com, pickleballvideos.net, whatispickleball.com, pickleballchampionsclub.com, pickleballclubwear.com, pickleballmile.com, pickleballfoundation.com, and pickleballrules.com.

Best Sellers in Pickle-Ball Equipment

<p>#1</p>  <p>Franklin Sports Outdoor Pickleballs - X-40 Pickleball Balls - USA Pickleball (USAPA) Approved - Official US Open Ball ★★★★☆ 17,968 \$29.48</p>	<p>#2</p>  <p>Pickleball Paddles, USAPA Approved Fiberglass Surface Pickleball Set with 2 Pickleball Rackets, 4 Pickleball Balls, 1 Portable Carry... ★★★★☆ 2,711 \$35.99</p>	<p>#3</p>  <p>Selkirk Pro S1 Ball Crack-Resistant 38 Hole Outdoor Pickleball Balls USAPA Approved Pickle Ball for Tournament Play Advanced... ★★★★☆ 371 \$14.99</p>	<p>#4</p>  <p>VINGUIR Pickleball Paddles, USAPA Approved Pickleball Paddles Set of 2, Lightweight Fiberglass Pickleball Set, Pickleball Paddles S... ★★★★☆ 1,208 \$22.99</p>	<p>#5</p>  <p>2024 SLK by Selkirk Pickleball Paddles Featuring a Multilayer Fiberglass and Graphite Pickleball Paddle Face SX3 Honeycomb Cor... ★★★★☆ 2,560 \$79.99</p>
<p>#6</p>  <p>DULCE DOM Pickleball Paddles, USAPA Approved Fiberglass Pickleball Set of 2/4 with Pickleball Paddles, 4 Pickleball Balls and... ★★★★☆ 1,329 \$32.39</p>	<p>#7</p>  <p>JoncAye Pickleball-Paddles-Set of 4 or 2 Rackets with Balls and Bag USAPA Approved Pickle-Ball Equipment with Accessories ... ★★★★☆ 3,756 \$55.90</p>	<p>#8</p>  <p>Panel Sound Pickleball Paddles, USAPA Approved Graphite Carbon Fiber/Fiberglass Pickleball Set of 2, Lightweight Pickleball... ★★★★☆ 4,846 \$19.99</p>	<p>#9</p>  <p>Pickleball Paddles Set of 2, USAPA Approved Fiberglass Pickleball Set with 2 Lightweight Pickleball Paddle, 4 Pickleball Balls, 1 Backpac... ★★★★☆ 208 \$23.99</p>	<p>#10</p>  <p>GARYE Pickleball Paddles Set of 2, USAPA Approved Carbon Fiber Pickleball Set, Lightweight Graphite Pickle Ball Rackets 2... ★★★★☆ 374 \$39.99</p>

Amazon Top 10 Pickleball Products - as of April 5, 2024

Product	Company	PB Best Seller Rank	Units Bought in Past Month	Price
Franklin X40 Balls - 12	Franklin	1	10k+	29.48
Paddle & ball set	MTEN *	2	10k+	25.49-65.99
Selkirk PRO S1 Ball	Selkirk	3	7k+	14.99-250.00
Paddle & ball set	VINGUIR *	4	5k+	22.99-39.99
Paddle & ball set	SLK by Selkirk	5	5k+	79.00
Paddle & ball set	DULCA DOM *	6	2k+	22.99-35.99
Paddle & ball set	JoncAye *	7	5k+	29.95-59.95
Paddle & ball set	Panelound *	8	4k+	19.99-26.99
Paddle & ball set	UPALLED *	9	2k+	23.99
Paddle & ball set	GARYE *	10	3k+	39.99

◦ Note the dominance of brands from China * in the top 10 list above. This trend follows through the entire top 100 list of products on Amazon.

◦ Jungle Scout, a monitoring tool for Amazon sellers, reports on some specific pickleball trends and data:

- In 2023, sales of pickleball equipment grew 118% year-over-year on Amazon
- Searches for "K-Swiss pickleball shoes for women" grew 1,500% YoY
- Searches for "Franklin pickleball paddles" grew 1,000% YoY
- Searches for "Franklin pickleball balls" grew 560% YoY
- Searches for "Selkirk pickleball paddle" grew 500% Yoy

Amazon Market Share Leaders for Pickleball Products

Brand	Market Share
Joola	8% (+109% YoY)
Mten	7% (+100% YoY)
Franklin Sports	6% (-11% YoY)
Selkirk Sport	5% (+16% YoY)
Niupipo	4% (-50% YoY)

International

- The Pickleball Australia Association estimates that 25,000 people play pickleball nationwide and the number could grow to one million players in three years. At the start of 2023 4,000 people were members of a local club or state/territory organization and by the end of 2023 the number was 9,000.
- Pickleball Australia reaches 11,000 members.
- Pickleball Canada estimates that 1.37 million Canadians played pickleball at least once a month in 2023, up from 1 million in 2022.

Spotlight: Pickleball United



A growing presence globally, and especially in Asia, Pickleball United is involved in products, events and more. They manufacture and sell rolling courts, nets, barriers and balls. Their recent activities include:

- Official Rolling Court Partner of USA Pickleball
- Official Court Sponsor of the APP Tour
- Sponsor of the Necker Island Pickleball Forum
- Co-founder of The Pickleball World Series
- Co-founder of the World Pickleball Rankings
- Supplier of Global Pickleball Federation Welcome Kits

<https://pickleballunitedusa.com/>

Collegiate, High School, Youth

- The Clemson University Athletic Department has launched an official line of pickleball gear in response to the growing popularity of the game at the school. Paddles, shirts, jerseys, hats, water bottles and other apparel will be available in local stores and via the official Clemson/Fanatics store online. Clemson has a growing club program of more than 1,000 members. They can be found @ClemsonPickleball on Instagram.
- Over 200 colleges and universities have pickleball clubs.
- Arizona State University Pickleball Club has nearly 500 registered members.
- First-ever collegiate tour in China announced. Sponsored in part by paddle brand ProXR, the PWR China Collegiate Tour is slated to start in June 2024.

Spotlight: DUPR Collegiate



DUPR has an active program to encourage and grow pickleball at the college level:

- Campus Regionals
- Super Regionals - \$6,000 in scholarship money
- 2024 Collegiate Individual National Championships - June 2024 in Cincinnati - \$20,000 in scholarship money
- 2024 Collegiate National Championships - November 2024 in Houston - \$32,000 in scholarship money
- DUPR Collegiate Council
- Power Rankings and Leaderboard
- DUPR Awards

Sponsorship opportunities are available.

Partnerships

- Cliff Drysdale Tennis has entered into a strategic partnership with Minor League Pickleball to host several events and experiences at Cliff Drysdale Tennis facilities.
- The Association of Pickleball Players (APP) announced that FULFIL has signed as the official protein bar of the 2024 APP Tour.
- Zimmer Biomet, a global, medical-technology leader is joining the APP tour as an official partner and title sponsor.
- The Franklin X-40 ball was named the official ball of the APP tour and APP Next Gen Series.
- Veolia North America is the official sustainability provider to the Professional Pickleball Association.
- Nature Made, a leading dietary-supplement brand, is now the official vitamin of USA Pickleball.
- Vulcan is the official ball of the PPA Tour.
- Vulcan is also the official ball partner of The Picklr.
- Engage is the official paddle of Pickleball Australia.
- Franklin is the official ball of Pickleball Australia.
- DUPR is the official rating system across all platforms of UPA including the MLP and PPA Tour.
- Gamma Sports is the official ball of the National Pickleball League.
- Dill Dinkers launches national partnership with JOOLA.
- Gamma Sports and SportsEdTV are enhancing their relationship.
- Suja Organic partners with the PPA Tour as the official organic beverage sponsor.
- Dill Dinkers partners with The Directors Club of America.
- Pickleball Australia partners with Keyton, Pacific Pickleball, and Invictus Australia.
- USA Pickleball partners with Hearinglife.
- Delaware Life is the exclusive presenting sponsor of DUPR.
- USA Pickleball partners with Transworld Business Advisors. Transworld Business Advisors is in the business of helping buyers and sellers connect, conducting franchise consultations, and supporting franchise development.

People

- WNBA (Women's National Basketball Association) star Jewell Loyd has signed with JOOLA Pickleball.
- Dr. Benjamin C. Litalien has joined Dill Dinkers as Chief Development Officer, and Roy Tarash has joined as Chief Financial Officer.
- USA Pickleball has added two new Board of Directors: Andrew Feffer and Tori Stevens. Applications are open for additional Board members and committee members.
- Tennis Legend Andre Agassi was named Inaugural Chair of Life Time Pickleball and Tennis Board.
- USA Pickleball is looking to fill Vice President of Membership Development & Service, Vice President of National Events, and Director of Partnership Activation positions.
- Major League Pickleball's new Chief Executive Officer is Bruce Popko.
- The Global Pickleball Federation added Chandler Carney as an At-Large Board Member.
- Dan Santorum retires from the PTR/PPR after 30+ years at the helm.
- Kevin Brown has left his position as Director of Marketing at DUPR.
- Phil Mintz has left his position as CEO at All Racquet Sports LLC (Adidas).
- Babolat signs Chris Haworth as its first-ever pickleball athlete endorsement.
- Dill Dinkers adds Colin Johns as a national representative.
- Selkirk Sport appointed Jason Dunlop as its new Chief Financial Officer. Also added to the 100+ employee Selkirk team is Doug Thielen as Chief Marketing Officer, Anthony Saraceni as Creative Director, and Ali Carlile as Soft Goods Head.
- Angela Kornfield is the new Director of Marketing for Ace Pickleball Club. Brian Noble joins as VP of Pickleball Experience.
- Selkirk Sport inks deal with former #1 tennis player Ivan Lendl.

Retail, eCommerce

- Acacia Sports footwear brand is looking for independent sales representatives and sales agencies throughout the U.S. They are also seeking qualified distributors worldwide.
- Pickleball First Pro Shop opens at the Anaheim Tennis & Pickleball Center.
- Dick's Sports plans eight additional House of Sports in 2024 along with 16 next generation Dick's stores.
- Chicken N Pickle is awarded "Breakout Retailer Award" by Chain Store Age for innovation and growth in brick-and-mortar.
- Pickleball Central closing Kent, WA warehouse, moving fulfillment to 3PL warehouses.
- New online pickleball reseller in Spain - Pickleball Europe
- JOOLA is moving its headquarters to a new building in North Bethesda, MD. The new location will include JOOLA's first retail store.
- Team IP to serve as exclusive merchandiser to USA Pickleball.

Dinks, Shorts

- The 2024 annual report of Life Time reports they have over 500 permanent pickleball courts. Over the last two years they saw an 841% increase in unique participants in pickleball.
- The National Pickleball League announced an expansion in its team count from six to twelve. New teams include Coachella Valley Scorpions (CA), Seattle United Pickleball Club (WA), Princeton Bruisers (NJ), Kansas City Stingers (MO), Houston Hammers (TX) and Columbus Hotshots (OH).
- The APP has announced the launch of APP UTR Sports Pickleball Leagues.
- Zillow reports that pickleball mentions in listing descriptions are up 64% compared to last year.
- USA Pickleball launches its charitable arm – USA Pickleball Serves.
- The Picklr was the only pickleball company to make the Sports Business Journal top 75 Best Places to Work in Sports list.
- Episode 1 of Breaking Pickleball has been released. <https://www.jigsawhealth.com/pages/breaking-pickleball>
- USA Pickleball Names Sport:80 as technology partner to serve growing membership base.
- Life Time opens its first dedicated, ground up pickleball facility - Life Time Chanhassen Pickleball. Nearly 46,000 sf, the club will have eight indoor and seven outdoor courts, a bar and lounge, retail and viewing areas.
- A proposed facility in Ocoee Florida of about 150,000 sf on six acres that will have 44 courts - 20 indoors and 24 outdoors.
- Opening this fall in New Jersey, the Robinsville Pickle House will have more than 20 pickleball courts.
- The Pickle Lodge in Cincinnati has completed its final phase of indoor development. The facility now has 17 indoor courts, Erne's Pickle Bar and Two Cities Pizza.
- Opening the summer of 2024 in Raleigh, N.C. is Pin Point - featuring 16 indoor courts, eight golf simulators, an indoor chipping and putting area, a full-service bar and a golf and pickleball pro shop.
- Chicken N Pickle is delaying the opening of its new Henderson, Nevada location. It should now open in late 2024.
- Rich Neher's *Tennis Club Business* publication, started in January 2014, broadens out with more sports coverage under the new name *Racket Business*. <https://racketbusiness.com/>
- PPR (Professional Pickleball Registry) now has more members than the PTR (Professional Tennis Registry).
- Court Reserve states it is used by 1,500 clubs and 2.5 million tennis and pickleball players.
- Opening in the summer of 2025 is the Utah Black Diamonds Pickleball Center in South Jordan Utah. It will feature 30 indoor courts and 6 outdoor courts, a 1,500-seat Championship Court with VIP Box Seating, 2 Grandstand Courts with 500 seats each, a cafe and bar, a full gym, and a Pickleball Central Pro Shop. The Picklr will partner with the Utah Black Diamonds MLP team ownership to manage the \$25 million facility.
- A 30,000-square-foot expansion of Life Time PENN 1 will add 7 indoor dedicated pickleball courts for open play, lessons, and leagues.
- Pickleball Kingdom has signed a deal with Franchise India Group to bring pickleball facilities to Dubai, India, and Abu Dhabi.

Case Study

Profile: Chicken N Pickle

What: Eatertainment facilities with pickleball as the focus

Where: 15 locations open or under development

Who: David Johnson - Founder, Brad Clarke - CEO, Kelly Alldredge - President



History

Chicken N Pickle was founded in 2016 in North Kansas City, Missouri by David Johnson (no relation to David Johnson of The Business of Pickleball). David Johnson had previously worked as a Tax Manager CPA at Arthur Anderson. Johnson left Arthur Anderson in 1988 to pursue a career in commercial and multi-family real estate projects. John has been Trustee, President and CEO of Maxus Realty Trust since 2004.

Johnson pulled in local Kansas City restaurateur Bill Crooks as a partner to oversee the culinary side of the business.

While the exact configuration of each Chicken and Pickle facility is unique, a common combination is 6 indoor pickleball courts with 4 outdoor courts. Each location has a casual restaurant and bar, and usually a live entertainment area. As the chain has grown, Chicken N Pickle has attracted investment from high profile athletes, secured government grants, and engineered a sale-leaseback arrangement for its first 6 locations.

Based on public information, it appears that Chicken N Pickle is on an annual run rate of \$150 million in revenue from its 10 currently open facilities, making it one of the largest pickleball specific companies.

Facilities Overview

Chicken N Pickle current facilities include:

	# of courts		Indoor cost to rent court			Outdoor cost to rent court			Late night
	Indoor	Outdoor	M-F 8am - 5 pm	M-F 5pm - 9 pm	S-S 8am - 9pm	M-F 8am - 5 pm	M-F 5pm - 9 pm	S-S 8am - 9pm	9pm - close
Glendale AZ	5	6	20	40	40	10	20	20	10
Grand Prairie TX	6	4	20	40	40	10	20	20	10
Grapevine TX	8	4	30	40	45	30	40	45	
Kansas City MO	4	4	20	40	40	10	20	20	10
Oklahoma City OK	6	4	20	40	40	10	20	20	10
Overland Park KS	6	4	20	40	40	10	20	20	10
St Charles MO	6	4	20	40	40	10	20	20	10
San Antonio TX	6	4	30	40	45	30	40	45	
Webster TX	6	2	20	40	40	10	20	20	10
Wichita KS	5	4	20	40	40	10	20	20	10

Coming Locations	
Allen TX	late 2024
Henderson NV	late 2024
Fishers IN	opening 2025
Omaha NE	opening 2025
Parker CO	opening 2025
Thornton CO	opening 2025

Prices	
Private lessons	\$50 to \$60 per person
Semi-private or group lessons	\$25 to \$30 per person
3 Or 4 and a pro	\$15 to \$25 per person
Paddle rental	\$4
Pickleball	\$3.50

Case Study continued

A typical Chicken N Pickle facility is about 5 to 6 acres – including parking and buildings. The buildings typically require 1.5 to 2 acres. Typical facilities include:

- 6 indoor and 4 outdoor pickleball courts
- Food offerings:
 - Chicken N Pickle is known for their wood-fired rotisserie chicken, but carries many sandwiches, barbeque and plenty of salad options on the menu.
 - Community and farm-to-table offerings
 - Hormone-free proteins
 - Fruits and vegetables from nearby farms
 - In-house developed seasoning blends
 - Only frozen ingredients are sweet potato fries and tater tots
- Bars
 - Including a rooftop bar and lounge that is the most-rented space on the property
- Cornhole, life-size Jenga and Battleship in the “Yard”
- Live music, watch parties
- Private meeting spaces
- At least 1 full-time pickleball instructor
- Charitable activities

Some facilities do 2,500+ events per year. Facilities handle between 500,000 and 700,000 annual visitors.

While the first Chicken N Pickleball facility cost north of \$10 million, new facilities are pegged to cost \$20-25 million dollars. To help finance new locations, Chicken N Pickle recently completed a sale-leaseback of 6 locations at a sales price of \$80 million.

Chicken N Pickle anticipates having 20 locations open by the end of 2025. This would represent approximately \$300 million in revenue.

Plan for a potential new Chicken N Pickle in Boca Raton, Florida:



Ownership

Our understanding is that David Johnson is the majority owner of Chicken N Pickle. Additional owners include Bill Crooks, tennis player Jack Socks (2023), and most recently 36 lenders (including Kansas City Chiefs football players Travis Kelce and Patrick Mahomes) in a \$10 million convertible debt deal.

The company has no plans to franchise or go to membership-based pricing.

Case Study continued

Financials

A typical Chicken N Pickle facility sees about \$15 million in annual sales.

- 50% comes from food
- 30% is driven by beverage sales
- 20% is from pickleball sales – indicating about \$3 million in “true pickleball” sales

Expenses break down as:

- Cost of sales \$4.5 million
- SG&A 3.0
- Labor cost 3.0
- Occupancy cost 1.6
- Miscellaneous 1.0
- Management fee .6

These numbers would indicate an EBITDA number in the range of \$1.3 million.

Government Partnerships

Around 2018 the City of Wichita created a Community Improvement District to benefit several new businesses, including the Chicken N Pickle facility being built near 13th and Greenwich. A 1.5 cent tax in the district would provide \$2.3 million to Chicken and Pickle over 15 years.

Chicken N Pickle is pursuing a Public Private Partnership with the Village of Estero in Florida for a new facility.

- 12-15 outdoor pickleball courts financed and constructed at a cost of \$3.5-3.75 million by the Village of Estero
- The outdoor courts will be managed by Chicken N Pickle.
- Revenue share to the Village on the outdoor courts
 - o 10% of first \$500,000 in sales
 - o 20% of sales between \$500k and \$1 million
 - o 30% of sales over \$1 million
- The Village will give approximately 2 acres to CNP for its core facility

The company has also proposed a similar partnership with the city of Boca Raton, Florida, but was edged out of the concession by local firm Boca Paddle LLC, a local company lead by Brian Levine.

Chicken N Pickle was an early mover into the pickleball space and has created a successful business that is one of the largest-by-revenue pickleball companies in the world. David Johnson and his team have done a great job in supporting pickleball and growing their business.

Quiz Answers

Abbreviation	Name	Website
AFP	Asian Federation of Pickleball	https://www.afpickleball.org/
APP	Assoc. of Pickleball Professionals	https://www.theapp.global/
CAP	Confederation of African Pickleball	https://www.cafricapickleball.com/
CNPL	Canadian National Pickleball League	https://cnpl.ca/
CPA	Canadian Pickleball Association	https://cpaprotour.ca/
EPF	European Pickleball Federation	https://europeanpickleballfederation.org/
GPF	Global Pickleball Federation	https://globalpickleballfederation.org/
IPF	International Pickleball Federation	https://theipf.org/
IPTPA	International Pickleball Teaching Professional Assoc.	https://iptpa.com/
MLP	Major League Pickleball	https://www.majorleaguepickleball.net/
NCPA	National Collegiate Pickleball Association	https://www.ncpaofficial.com/
NPL	National Pickleball League	https://www.nplpickleball.com/ https://usa-npl.com/
PAA	Pickleball Australia Association	https://www.pickleballaus.org/
PBX	PBX Pickleball	https://www.pbxpickleball.com/
PCO	Pickleball Canada Organization	https://pickleballcanada.org/
PPA	Professional Pickleball Association	https://www.ppatour.com/
PPR	Professional Pickleball Registry	https://pprpickleball.org/
SFIA	Sports and Fitness Industry Association	https://sfia.org/
UPA	United Pickleball Association	https://www.instagram.com/unitedpbassoc/
USAP	USA Pickleball Association	https://usapickleball.org/
WPC	World Pickleball Championship	https://worldpickleballchampionship.com/
WPF	World Pickleball Federation	https://www.worldpickleballfederation.org/
WPT	World Pickleball Tour	https://www.wptevents.com/