

A black and white photograph of an indoor pickleball court. Several people are playing on the court, which is marked with lines. The ceiling has a grid of lights. Large white text is overlaid on the center of the image. A small graphic of a pickleball is placed between the words 'GET' and 'SOME'.

GET SOME

PICKLEBALL



BUSINESS SUMMARY

EXECUTIVE SUMMARY

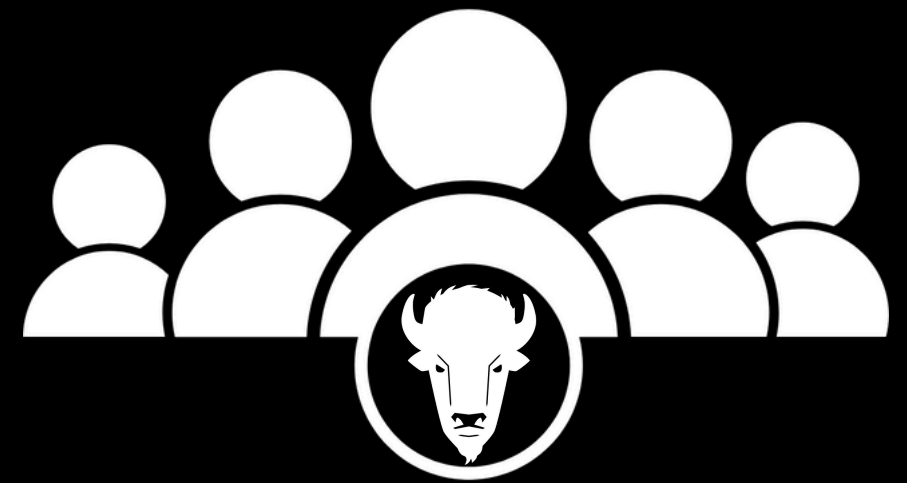
PROPOSED USE OF PROPERTY AND ALL ACTIVITIES

The proposed business, Get Some Pickleball Royal Oak, is a premier indoor recreation facility specializing in pickleball, a rapidly growing sport across the United States. Located at 2020 Bellaire Avenue, the facility will be housed in 17,740-square-foot space located at 2020 Bellaire Ave, Royal Oak, MI 48067, optimized to meet the needs of the local Royal Oak community. The business will offer eight state-of-the-art indoor pickleball courts, catering to players of all skill levels.



FACILITY SYSTEMS MANAGEMENT AND SECURITY

We are utilizing the same pickleball facility management systems deployed by CityPickle in Central Park, New York City and SPF Pickleball in Chicago, demonstrating reliability in large urban markets. The system enables secure, seamless access to the facility without requiring a large on-site staff, and 24/7 security.



PROPOSED USE OF PROPERTY AND ALL ACTIVITIES

The facility will feature modern amenities and services, including:

1. **Open Play Sessions:** Scheduled times for community members to play in an open, inclusive environment.
2. **Court Rentals:** Courts will be available for reservation 24/7 via a dedicated mobile app, utilizing advanced autonomous access technology.
3. **Corporate Events:** The facility will host local corporate team-building events to foster community engagement and provide competitive opportunities for players.
4. **Youth Programming:** Weekly clinics and leagues for children aged 8-18 as part of the Junior Academy initiative, promoting fitness and skill development among younger community members.
5. **Clinics and Private Lessons:** Professional coaching services will be available for individuals and groups, supporting players in refining their skills and technique.
6. **Equipment Rentals:** Onsite services will include paddle rentals and sales, providing high-quality equipment for members and guests.
7. **Community Building Initiatives:** Through programming such as leagues, social events, and member meetups, the facility aims to create a welcoming environment for community interaction.

The facility will integrate autonomous management technologies to enhance operational efficiency, and reduce the need for a large on-site staff. Including automated court rentals, digital scoring systems, and digital player ratings. This advanced approach allows for cost-effective, continuous operation while providing a modern, user-friendly experience for guests.

The proposed use aligns with the City of Royal Oak's focus on community enrichment through accessible recreational opportunities. The facility will serve as a hub for physical activity, social interaction, and local economic stimulation, benefiting the Royal Oak area.



THE PATH TO PRO STARTS HERE.

Weekly Junior Programming

Our Junior Academy Membership provides a built-in pickleball community and programming for youth ages 8-18. For one monthly price, members get access to free clinics, open play, tournaments, leagues, and court reservations.

ROYAL OAK



First to Royal Oak

1-75 & 12 Mile
200,000K+

Vehicles per Day

Within 5 Miles...

Population 334k+

Households 151k+

Average HHI \$103k+



Underserved Market

~11,715+ Pickleball
Players in 5-mile
radius*

INCOME	1-MILE	NATIONAL	% DIFFERENCE
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2023 Est. Average Income	\$77,360	\$74,580**	+3.7%
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POPULATION	1-MILE	3-MILE	5-MILE
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2023 Est. Population	13,863	125,422	334,742
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AGE (2023 EST.)	1-MILE	3-MILES	5-MILES
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Under 10	9.1%	8.6%	10.2%
10 to 19 Years	8.5%	9.5%	9.9%
20 to 29 Years	19.6%	17.4%	16.1%
30 to 44 Years	24.1%	23.1%	22.5%
45 to 59 Years	20.6%	19.0%	18.8%
60 to 74 Years	13.8%	16.9%	16.2%
Over 75	4.3%	6.3%	6.5%

Sources: ArcGIS & ESRI, 2023 Estimates
* Source: USAPickleball.org - Extrapolated based on 334,742 5-mile population and cited 3.2% of US population that plays
** Source: census.gov - U.S. Census Bureau Income in the United States: 2022

FIRST INDOOR ONLY FACILITY

Giving residents an alternative indoor only location

An increase in the popularity of pickleball over the last few years has resulted in crowding at the parks during peak pickleball hours. We seek to alleviate some of the traffic by providing Royal Oak with a quiet indoor option for those seeking to play pickleball.