

2023 HIGHLIGHTS & ACCOMPLISHMENTS

Private Capital Campaign Launch

With a goal of raising \$2.5 million in private support, the Board contracted with a development consultant, formed an expanded Capital Campaign Cabinet, and began cultivating individual and corporate donors in support of the Regional Pickleball Complex.

Advocacy for City of Eugene Investment

After meetings with City of Eugene Executives, the Mayor, and City Councilors, the Board made an official request for a \$750,000 allocation of Parks Systems Development Charges to support the complex.

Media Coverage & Engagement

Efforts to engage the larger community in the work of the Foundation included several news stories including newspapers and television coverage, as well as regular email blast updates to the Club and donors.

Refined Facility Design and Cost Estimates

The focus in 2023 was translating the early vision of the Complex into more specific design elements, construction plans, and cost estimates to assist with planning and prepare for the 2025 groundbreaking.

Friends of Campaign Established

The Board welcomed Lyn Gilman-Garrick in the newly-created Volunteer Coordinator position, and brought on more than 40 new volunteers to help serve on committees and the Campaign Cabinet.



Eugene City Council Meeting 10/23/23



The \$5 million project will be funded through half public and half private funds. Highlights from the 2023 campaign:

- The first major donation was received early in the year from a private donor, who is very passionate about pickleball and wanted to be the first to make a financial gift to get the project rolling.
- Launch of the private capital campaign with creation of the Capital Campaign Cabinet in the second half of the year, and outreach to potential major donors.
- In November, an anonymous donor challenged the Emerald Valley Pickleball Club to generate donations of at least \$50 by 50% of the membership in order to unlock a \$10,000 matching gift. The challenge was successful and raised \$17,319 in addition to the match.

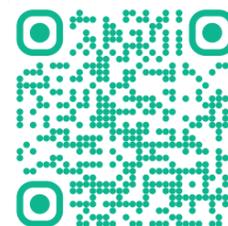
While this is a great start, we have much work to do in order to raise 80% of the total goal by the end of 2024, enabling construction to start in May 2025.

If you are interested in making a tax-deductible donation to support the new Pickleball Complex, please click on www.evpickleballfoundation.com/donate.

Thank you for your support of this important project.

EMERALD VALLEY PICKLEBALL FOUNDATION

evpickleballfoundation.com



2023

**ANNUAL
REPORT**

A busy and formative year for the Emerald Valley Pickleball Foundation (Foundation) 2023 was a year of building the foundation to bring a world-class pickleball complex to our community.

The Foundation was established in late 2021 for the purpose of raising funds to build quality publicly-owned facilities to meet the rapidly-growing population needing places to play, to support learning and playing pickleball to improve health and wellness; and to support charitable and educational pickleball programs for children to learn life-long fitness, health, and the values of teamwork. In 2022, the Foundation created its basic infrastructure, brought on Board members, and identified its first priority effort: build the best pickleball venue in the Pacific Northwest located here in Lane County. The first year included creating a partnership with Lane Community College (LCC) and the Emerald Valley Pickleball Club (Club) to site the facility at LCC, with the Club responsible for ongoing operations. **In the fall of 2022, the Foundation had a major win with the successful campaign of the Lane County Parks Levy, which included \$500,000 from Lane County toward the costs of what is now known as the Regional Pickleball Complex at LCC.**

With these accomplishments under our belt, the focus in 2023 was on launching our private fundraising effort, growing the Board with new members that bring experience and drive to the organization, increasing our engagement with the Club and the larger community, refining our facility design plans, and engaging additional public funding partners. The work of 2023 created significant community awareness and support for the Regional Pickleball Complex, and created strong infrastructure for the work moving forward. At the May 2023 Board retreat with our Capital Campaign Consultant, the Board adopted a fundraising goal and timeline that projects groundbreaking on the Regional Pickleball Complex in May of 2025. **The Board is now set to work on the critical next steps to bring this project to life.**

2023 was a strong start to many great things that lie ahead. We are especially proud of the initial support from many of the 800 members of the local Emerald Valley Pickleball Club, who helped us successfully meet our first matching donation challenge and raised \$17,319 in November.

Thank you for supporting this important project.

Alicia Hays, President
Emerald Valley Pickleball Foundation



ALAN REXIUS



ALICIA HAYS



CHRIS ACHTIEN



ERIC WOLD



KAREN GAFFNEY



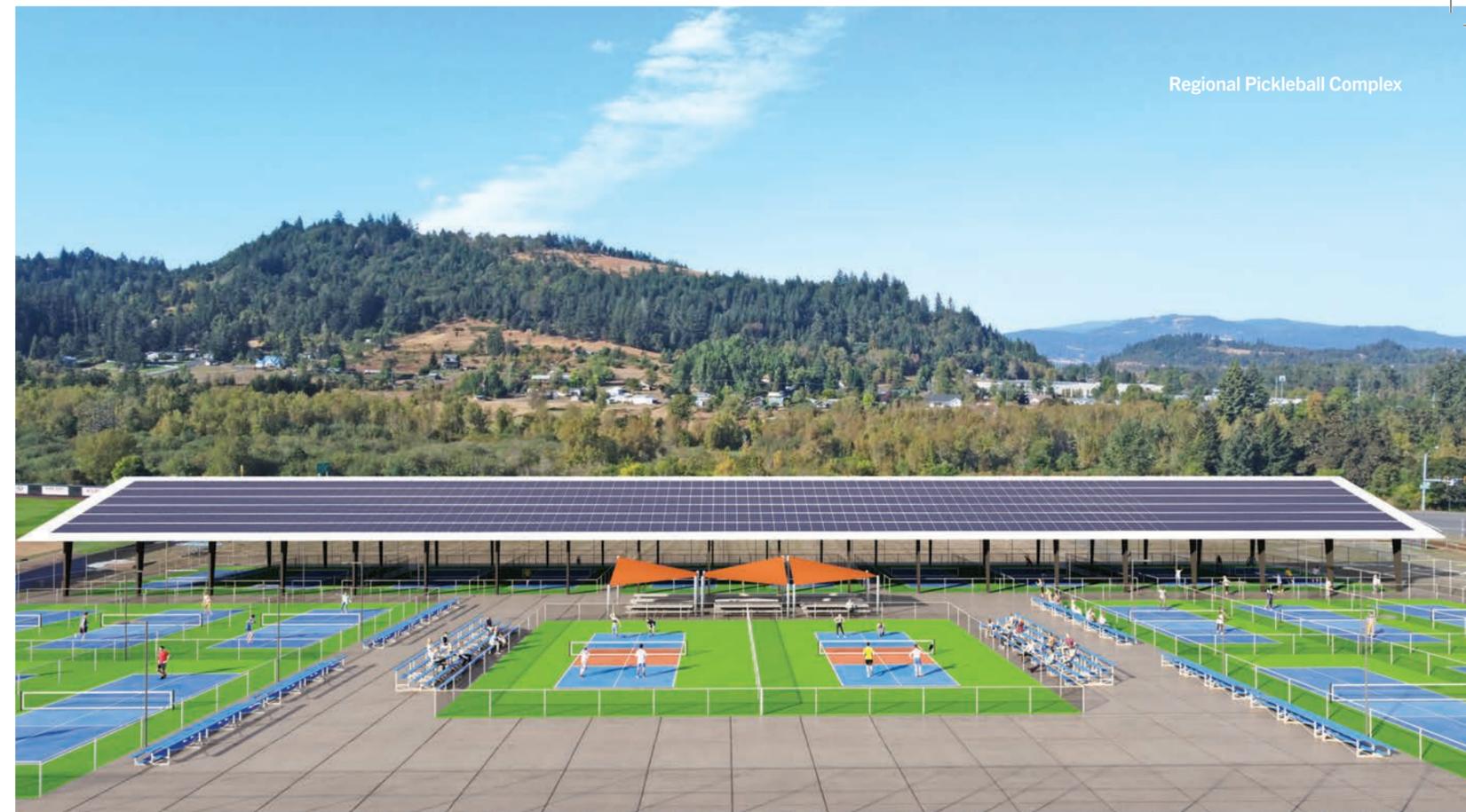
LAURA ANDERSON



ROGER SCHALJO



TINA MICKELSON



Regional Pickleball Complex

The Regional Pickleball Complex at Lane Community College is a \$5 million project and when completed, will be the largest pickleball complex in the Pacific Northwest. There will be 24 courts, including two (2) championship courts that will enable the Club to host local and regional tournaments. At least ten of the courts will be lighted and covered so that pickleball can be played during the evening and our local rainy season.

In 2023 the team initiated monthly meetings with the Lane Community College facilities team to answer key questions related to power, water, restrooms, and construction contracting. **Construction for the new Regional Pickleball Complex is expected to start in the spring of 2025 and be completed by the end of the year.** The Planning and Design Committee is working with local consultants to ensure a design for good play and movement of people, and a strong focus on accessibility, sustainability and cost effectiveness. Preconstruction work is scheduled to start in early 2024 with a Geo-technical survey and selection of an architect and general contractor.

Raising the necessary capital for the Regional Pickleball Complex at Lane Community College was our focus for the Foundation in 2023, and will continue to be in 2024. We have collected the data to demonstrate how the Regional Pickleball Complex will provide an immediate benefit to local pickleball players who struggled to find places to play, along with long-standing benefits to the community in terms of health and mental health, tourism and economic development.



Health and mental health

Studies show pickleball reduces anxiety, depression and loneliness, while boosting cardiovascular health, mental agility, wellbeing and social connection.



Tourism and economic development

Travel Lane County estimates a single large regional tournament would generate about \$1.5M direct business sales, and an additional \$1M indirect sales.