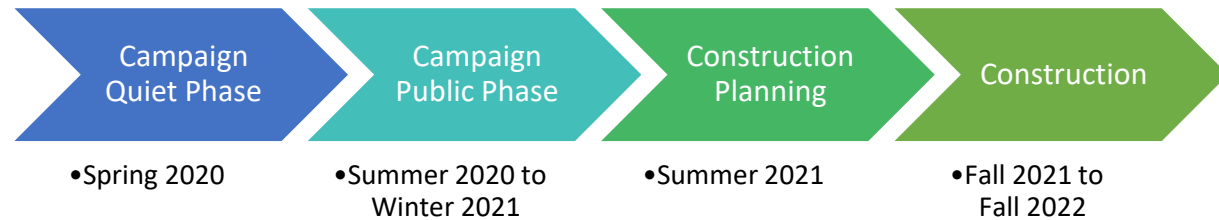


TIMELINE

The City Council of Steamboat Springs approved this plan in principle on January 7, 2020 and negotiations are nearly complete for the land lease and transition of operations to Court Sports 4 Life over time. Our *Steamboat Relishes Pickleball!* capital campaign has quietly begun introducing the project to potential major donors, soliciting only indications of interest and pledges until we reach 50% of our fundraising goal. Now that we have been granted 501(c)3 status by the IRS, we will also begin to apply for foundation and governmental grants as well as pursue corporate sponsorships.



PLEASE ACT NOW!

Our capital campaign timeline is extremely ambitious if we are to play pickleball on dedicated indoor courts by the Fall of 2022 – we must raise at least 80% of the projected \$6 million construction cost by the Summer of 2021.

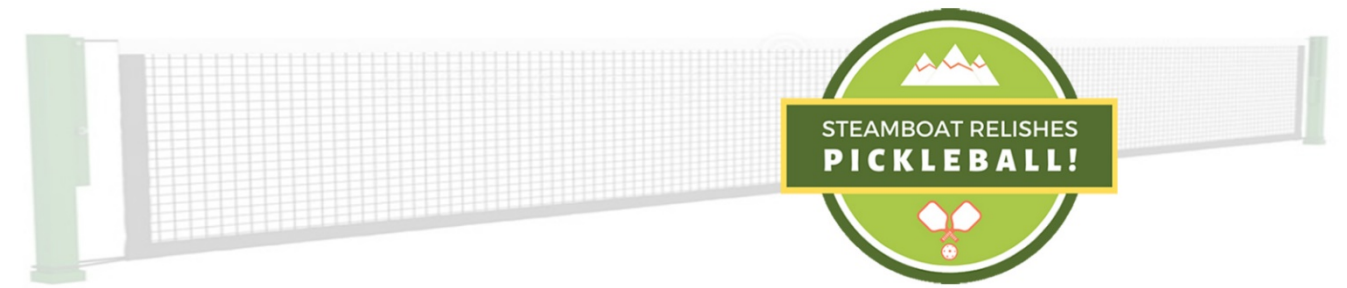
We need your help! Whether you make a donation, volunteer on our Capital Campaign Committee, or introduce us to like-minded individuals, we thank you for your support. Together, we can make the dream come true!

TO DONATE

- By check or credit card – please send a completed Pledge Form to the address on the form
- Online – click on the Donate button found at CourtSports4Life.org
- Stock, securities or electronic funds transfer – please contact us at info@courtsports4life.org for instructions

FAQs

- Q: What is the City of Steamboat Springs' involvement in this project?
A: In this public/private partnership, upon completion of the new Pickleball Center, the City will donate the existing tennis facilities to CS4L and lease us the Tennis & Pickleball Complex land at a nominal rate.
- Q: What is the relationship between the Tennis & Pickleball Complex and CS4L?
A: The non-profit Court Sports for Life Foundation (CS4L) was formed in the Fall of 2019 to take over the operations of the Tennis & Pickleball Complex from the City of Steamboat Springs, subject to City approval. This includes maintaining the existing facilities in addition to building the new Pickleball Center. The current concessionaires Bill and Loretta Conway would continue to run the day-to-day operations as before.
- Q: What happens if the capital campaign falls short of its goals?
A: Many options are available to us – simplify the design, build in phases, delay the start of construction. If needed, that decision will be made in the Summer of 2021.
- Q: Why should I make a donation before it's clear enough money will be raised to proceed?
A: We will be asking only for *pledges* until we obtain commitments totaling 50% of the construction costs. In other words, you will not be asked to fulfill your pledge until we are sure that this project will proceed. In addition, construction will not begin until we receive pledges and payments totaling 80% of the projected construction costs, ensuring that we have sufficient funds to complete it.



STEAMBOAT RELISHES PICKLEBALL!

A Case for Supporting Public Pickleball & Tennis in Steamboat Springs

OUR MISSION

The Court Sports for Life Foundation (CS4L) was created in October 2019 to take over the development, operations, and maintenance of the Steamboat Springs Tennis and Pickleball Complex from the City of Steamboat Springs.



Our mission is to enrich the lives of Steamboat Springs, Colorado area residents and visitors of all ages, abilities, and socio-economic groups through pickleball and tennis. We do this by providing premier tennis and pickleball facilities; robust recreational and training programs; and innovative engagement of underserved families, adaptive athletes, seniors, and other social cohorts.

OUR VISION

The City of Steamboat Springs Tennis and Pickleball Complex is nationally acclaimed as a public recreational treasure for its facilities and programs. A new Pickleball Center and upgrades to the Tennis Center will provide everyone more ways to enjoy quality recreation with family and friends, leading to improved mental and physical health, increased sense of community and, of course, fun!

OUR PLAN

There are three initiatives in the *Steamboat Relishes Pickleball!* Capital Campaign, each essential to providing high quality facilities and programs to Steamboat residents and visitors year-round.

BUILD A PICKLEBALL CENTER Goal: \$6 million



A new indoor/outdoor Pickleball Center would include 12 indoor and 8 outdoor courts, indoor & outdoor social and viewing areas, locker rooms, a lobby with reception desk, storage areas, and additional parking spots.

IMPROVE THE TENNIS CENTER Goal: \$1 million



Planned improvements to the Tennis Center include renovating the lobby, restrooms, and locker areas in the near future, plus resurfacing the indoor courts and replacing the exterior fabric when needed in 5-10 years.

GROW THE ENDOWMENT Goal: Reach \$1 million by 2027

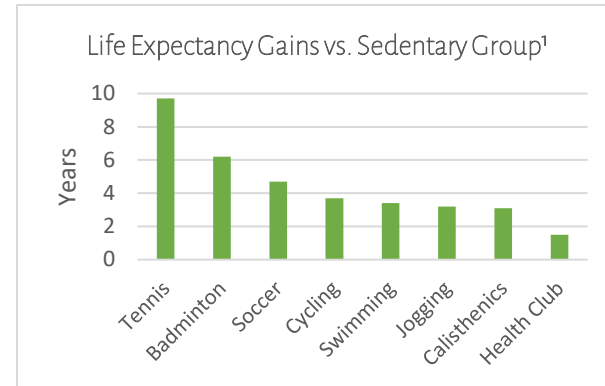


Continue to grow the Tennis & Pickleball Maintenance Endowment Fund held by the Yampa Valley Community Foundation so that a small percentage can be drawn annually to supplement operating revenue to maintain the facility.

I. BUILD A PICKLEBALL CENTER

Why pickleball? Why Steamboat?

We all know that leading active, meaningful lives is fundamental to both happiness and longevity, but what kind of activities are best? A major 25-year study¹ quantified the observed benefits of various physical activities, concluding that “the leisure-time sports that inherently involve more social interaction were associated with the best longevity.”



So where would pickleball fall on this chart? If you’ve ever seen pickleball played, you know that there’s more “social interaction” than even in tennis! That’s a major reason why pickleball is the fastest growing sport in America, growing 650% in the past 6 years.²

Here in Steamboat Springs, we have seen this growth firsthand. At the Tennis & Pickleball Complex, pickleball court rentals surged 260% from Summer 2018 to Summer 2019. Membership in the Steamboat Springs Pickleball Association (SSPA) rose 900% in the past four years!

Changing demographics plays a huge part in pickleball’s local popularity. The USA Pickleball Association (USAPA) found that 75% of “Core” participants (playing 8 or more times a year) are age 55 and older, and Routt County led the country with an 80% increase in its 65+ population from 2010 to 2016 compared to the national rate of just over 15%.³ It’s no wonder the SSPA’s summer “open play” sessions attract more than 500 residents and visitors each week!

But there’s a desperate need for dedicated indoor courts for winter *and* summer use. Currently, pickleball and tennis players share the six indoor tennis courts, an arrangement that does not adequately meet the needs of either group. Building a year-round Pickleball Center adjacent to the Tennis Center would allow residents to continue playing pickleball in cold weather, attract winter and shoulder season visitors with an in-demand alternative for non-skiers, and permit offering new opportunities for youth and community programs similar to those offered for tennis.

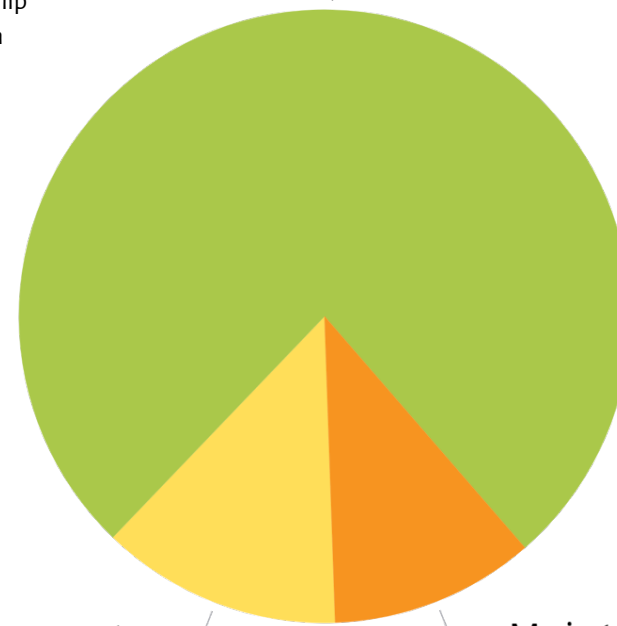
¹Copenhagen City Heart Study

²USA Pickleball Association (USAPA), July 2019

³Denver Post, February 14, 2018

CAPITAL CAMPAIGN GOALS

Pickleball Center
\$ 6.0 M



Tennis Center Improvements
\$ 1.0 M

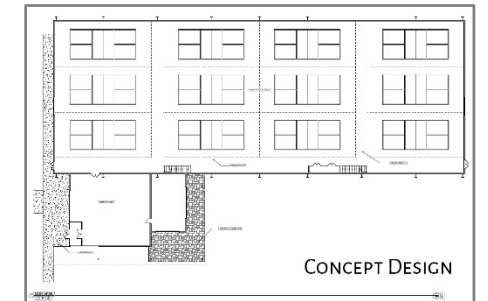
Maintenance Endowment
\$ 0.8 M

Pickleball Center Design

Our goal is to create a welcoming, flexible space worthy of the same national recognition as the Facility Award presented by the United States Tennis Association to the Steamboat Tennis Center in 2011. With input from constituents, interested parties, and City personnel, these renderings by award-winning Vertical Arts will evolve as we explore alternative materials and additional features as well as pursue ways to cut construction costs and minimize maintenance.

The new Pickleball Center will consist of the 8 existing outdoor pickleball courts and a new 35,000 square foot building, adding roughly 24 additional parking spots and a shared outdoor greenspace. The building will include 12 indoor courts, lobby, pro shop, locker rooms, social areas, and storage.

Proper court spacing will allow safer playing and room for tournament staging. By replacing four deteriorating tennis courts and building two new ones (for a net loss of two tennis courts), this plan will result in limited downtime for both outdoor tennis and pickleball play.



Programs for the Community

We believe that social equity and affordability is essential for public enjoyment of quality recreation time with family and friends. The programs currently offered by the Conways, the Steamboat Tennis Association (STA) and the Steamboat Springs Pickleball Association (SSPA) that attract and empower players of all ages, abilities and backgrounds will not only continue but be expanded with the additional courts available to both sports after the construction of the Pickleball Center.

Community partners such as STARS, City of Steamboat Springs recreation programs, Boys and Girls Club, Winter Sports Club, and CMC will have more indoor recreational space available for those they serve. Area schools’ programs will provide thousands of children the opportunity to try pickleball in addition to tennis. Free and reduced-rate camps and after-school programs will continue for tennis and be introduced for pickleball. More pickleball Open Play sessions will be offered in addition to new programs for young adults, seniors, homeschoolers, and other social cohorts, all at reasonable rates. With the new indoor courts, we can also add two to three more tournaments per year in the shoulder and winter seasons, bringing more visitors to Steamboat in the off seasons.

II. IMPROVE THE TENNIS CENTER



The current fabric enclosure of our award-winning Tennis Center was completed in 2006 but the “front of house” was built in 1991 for the prior bubble structure and it’s time for an update! Our short-term wishlist of capital improvements include renovating the lobby, reception area, pro shop, restrooms, and locker rooms. Our longer term needs include resurfacing the indoor courts and replacing the exterior fabric when they reach the end of their effectiveness, both expected in 5-10 years. (Several outdoor courts were patched in 2020 with generous donations from individuals and the Steamboat Springs Pickleball Association.)

These interior renovations and improvements cannot be fully funded through operating revenues and yet keep court rental and lesson prices affordable. This second initiative in the *Steamboat Relishes Pickleball!* capital campaign will benefit tennis and pickleball players alike by making the overall City of Steamboat Springs Tennis & Pickleball Complex something we can all be proud of for years to come!

III. GROW THE ENDOWMENT TO \$1 MILLION BY 2027



Bill Conway celebrates raising \$85,000 for the Endowment in 2018 with YVCF staff, challenge match donors Moz & Debbie Modzelewski, and Parks & Rec Director Angela Cosby.

While the second initiative of this campaign addresses capital improvements and specifically for the Tennis Center, the third initiative of growing the *Serve It Forward!* Maintenance Endowment Fund addresses the routine maintenance needs of the entire Tennis & Pickleball Complex. As of August 2020, the fund stands at \$144,000 and the goal is to reach \$1 million by 2027. After the fund grows further, a small percentage will be drawn and used for maintenance expenses each year.

The Endowment Fund was kickstarted in 2017 by a challenge match from Steamboat tennis icon Carol Baily and grew significantly in response to challenge matches in 2018 & 2019. The fund is held by the Yampa Valley Community Foundation and all donations made directly through [YVCF.org/tennisandpickleballcenter](https://www.yvcf.org/tennisandpickleballcenter) during the *Steamboat Relishes Pickleball* capital campaign will count!