



**(2019 - 2025)**



**(1995 - 2025)**

**In 1995, Allan & Kelly Haseley rented a warehouse and opened a 4 court indoor Volleyball Facility in Charlotte NC called Volleyball Unlimited.**



The original plan was to provide a place for Allan & Kelly and the players in the Charlotte Parks and Recreation Volleyball Leagues to play since we were all frustrated with the county facilities and leagues.

What was originally planned to be a hobby turned in to a 30 year Sports & Entertainment business.

For a detailed history of the past 30 years of Sports Connection and our associated Businesses and Sports, please visit our corporate website at:

[www.SportsConnectionNC.com/the-history-of-sports-connection](http://www.SportsConnectionNC.com/the-history-of-sports-connection)

In 2019 we added some taped lines to some of our Volleyball courts and purchased some temporary nets and allowed players to play a game we had never heard of, called Pickleball.

Below is the history of the past 6 years of Pickleball Charlotte and the crazy growth of a sport like we have never seen before. Pickleball is totally changing how people interact, meet people, socialize, compete, get exercise and have fun. In 30 years in the Sports & Entertainment Industry, we have never seen a sport, activity or business grow so quickly.

# 2019

## **Sports Connection replaces the 24-year-old Sport Court flooring at the Granite Street Volleyball Center.**

Sports Connection purchased Sport Court flooring in 1995 and then again during the expansion of the Granite Street location in 2016. Unfortunately, the new flooring purchased in 2016 was defective, so a search was begun to find the best flooring solution for the next 25 years. During the search, Allan & Kelly Haseley came across a number of players playing a game with a “small yellow ball and a paddle”. After playing **Pickleball** once, the decision was made to make sure the new flooring would be compatible for Volleyball AND Pickleball.

In May 2019, the new Tarkett Flooring was installed for 9 volleyball courts. The courts also easily convert to 14 indoor Pickleball courts.



**According to Sports & Fitness Industry Association, Pickleball is the fastest growing sport in the country with over 2.8 million players.**

Pickleball Charlotte is created to offer Charlotte area players with Open Play, Clinics, Tournaments, Lessons and Other Programs. Leesa Walker is hired as the Pickleball Charlotte full time director. In the first 6 months, Pickleball Charlotte has over 1,000 different players play on the new courts.



# The Charlotte Dilly News *November 2019*

All Things Pickleball in  
the Greater Charlotte Area  
...and Beyond



Our Most Valuable Picklers  
this month are the fine folks  
responsible for Pickleball  
Charlotte at The Sports  
Connection: Owners **Allan  
and Kelly Haseley** and  
Director of Pickleball **Leesa  
Walker.**



# 2020

**Pickleball Charlotte has over 100 players playing a day, on Indoor Volleyball Courts, and only from 10 AM – 1 PM on most days.**

Since Sports Connection's primary business at our Granite Street location was our Carolina Juniors Volleyball Club, we could only allow our new Pickleball players to play on our courts during the weekday and occasional weekends. Our Pickleball customers continued to ask for weeknight and weekend hours, but at \$5 per person for 3 hours of Open Play Pickleball, the numbers just did not make sense.

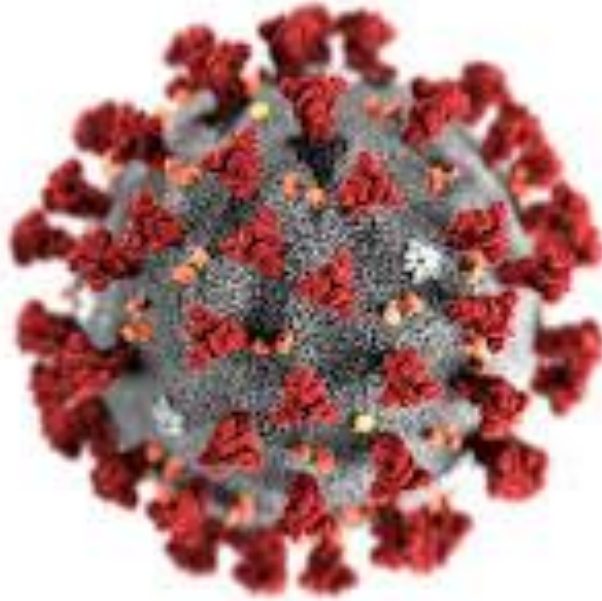
We knew the sport was gaining popularity, but saw the growth mainly on the outdoor Pickleball courts at Parks, Neighborhoods, Clubs, etc. We were only aware of indoor Pickleball courts at gymnasiums and some indoor tennis centers.

We knew we could not afford to dedicate more INDOOR space to expand our Pickleball business, but since everyone was glamouring to build OUTDOOR courts, we decided a goal for 2020, in the Spring when the weather was warmer, we would consider building some OUTDOOR courts out back at our Granite Street location.

As soon as winter was over in early 2020, we were ready to move forward to build 4 Outdoor Pickleball courts, and then.....

# **Sports Connection closes all 4 CJV Volleyball Locations and 2 Family Entertainment Centers and 2 Inner Peaks Climbing Facilities due to the Coronavirus (COVID-19).**

On March 16, 2020, all Sports Connection locations are forced to close and lay off over 300 employees as government mandated orders are given for businesses to close and everyone to remain in their homes.



We all asked....

“What happens next?”

Our Family Entertainment and Climbing Centers were forced to remain completely or partially closed for the next 18 months. Most former employees were on unemployment and watching Tiger King or playing lots of Wii and communicating via Zoom.

# Sports Connection, Carolina Juniors and Pickleball Charlotte owners and managers get together (6 feet apart of course) to discuss the future.

Sports Connection and Carolina Juniors decide to use the down time to renovate facilities. What other time in history would ALL locations be empty with no customers or bookings in the foreseeable future and many contractors looking for work. See the details of all the changes on the Sports Connection history page, or watch our time lapse video of the last 10 months of 2020.

[March To December 2020 Video](#)

<https://www.youtube.com/watch?v=ULOVNbB1vrQ>

The artificial Soccer and Football field built almost 20 years earlier in the back of Granite Street was removed and replaced with OUTDOOR Beach Volleyball courts and 4 OUTDOOR Pickleball Courts!





## **4 Outdoor Pickleball Courts are well received and have lots of players playing, especially weeknights and weekends.**

Since most public Pickleball courts are locked in fear of spreading COVID and private clubs and indoor gyms must adhere to government mandates that “Basketball Facilities, Bowling Alleys, etc” must remain closed, our private Outdoor Pickleball courts are packed. If you have ever been to North Carolina in the summer, it is VERY HOT and players really wanted to play indoors with the AC.

After checking all government documents, we could not find anywhere that specifically prohibited “Indoor Pickleball or Volleyball Facilities” from being open....so we unlocked the back doors, told players to let themselves in and out, bring their own balls, play only with their group or family and wear masks and gloves at their own discretion, and of course stay out of the kitchen and remain 14 feet apart from your opponents and do not tap paddles at the end of the game.

Since there was no organized Volleyball programs, Pickleball players were able to play INDOORS all day and night and on weekends and get out of the house. It was a terrible summer for the world, but many local Pickleball players played a lot of Pickleball at Pickleball Charlotte since most were out of work and nothing else to do.

# 2021

## **Pickleball Charlotte continues to grow, despite of limited operating hours and COVID restrictions.**

With the success and growth of INDOOR Pickleball on the Volleyball courts at the Granite Street (South Charlotte) location, and lots of down time, 3 Volleyball courts were converted from Sport Court to Tarkett at our Northlake location to allow for 4 more Pickleball courts.



Pickleball Clinics, Lessons, Group Outings and Open Play continue to be in high demand on the Indoor and Outdoor courts. We start to see that Pickleball could be a REAL potential business, and not just a part time thing with taped lines on Volleyball courts.

Customers and Directors see the first need is to change our software to a Pickleball industry specific program to keep up with the growth and increased needs. Having only used one other software program for the past 16 years, we were very hesitate to change to a system that would only be used for Pickleball.

# Pickleball Charlotte chooses the COURRESERVE software system to manage all Pickleball Courts, Customers and Programs.

Tim and Ashley Owens, the owners of CourtReserve, are from the Charlotte area and were regular players at Pickleball Charlotte. After talking to a few existing customers and playing with a demo version of the software, we were convinced that CourtReserve was the correct choice for Pickleball Charlotte.

Switching to CourtReserve was one of the best decisions we made, especially since we decided it was time to start seriously researching to open a dedicated Pickleball facility with REAL Courts.



[Click To View The Complete Case Study With Pickleball Charlotte.](https://pickleballcharlotte.com/wp-content/uploads/2024/01/CR-Case-Study-Pickleball-Charlotte.pdf)

<https://pickleballcharlotte.com/wp-content/uploads/2024/01/CR-Case-Study-Pickleball-Charlotte.pdf>

# 2022

## **Pickleball Charlotte reaches deal to merge with Indoor Tennis Center to build the first dedicated INDOOR Pickleball facility in Charlotte, NC.**

A deal is made at the end of 2021 to partner with the Charlotte Indoor Tennis Center to convert some of their Indoor Tennis courts to build some dedicated Indoor Pickleball courts. Unfortunately, after already converting and merging our customer data and starting to operate as a joint venture, the partnership never officially was finalized and Pickleball Charlotte and Charlotte Indoor Tennis went their separate ways.



## **Pickleball Charlotte is more convinced than ever that a dedicated INDOOR Pickleball facility in South Charlotte would be successful. Search is on to open by end of 2022.**

An extensive search and business plan is created to lease, build or renovate a new Indoor Pickleball location. After the Tennis Center partnership did not work out, we had a few other lease options that were promising, but each one was met with their own challenges and obstacles, but in the summer of 2022 we had a great break.

## **Sports Connection's tenant gives notice they will be moving out of their South Charlotte - Ballantyne building the end of 2022.**

Fitness Connection was a tenant who occupied 25,000 sqft of Sports Connection's 65,000 sqft building. After a 10 year lease, and not fully recovering from COVID, they elected to give notice to vacate their space. Allan and Kelly (Sports Connection) could have easily leased the space to a large number of potential businesses, but with the growth of Pickleball, and their personal love of the sport, it was decided this space would be the ideal place for Pickleball Charlotte's FIRST Dedicated Indoor Pickleball Facility.

With high ceilings, good lighting, free span floor plan, locker rooms, plenty of parking and room for 7 courts downstairs and 2 upstairs, we knew we had the correct building, we just needed to decide on what kind of courts to build. After extensive research, it appeared that most all Pickleball courts were either built on Asphalt, Concrete or a Synthetic Gym Type Floor. Having received positive feedback from our customers of how great their joints and bodies felt after playing on our "Volleyball" courts, compared to other normal Asphalt and Concrete courts, we knew we needed something different than what everyone else was doing around the country for indoor facilities. Basically, they were "painting" the concrete.

Wanting the comfortable cushioned feeling of the Volleyball floor and the playability of the gritty hard surface of a traditional Pickleball court, we sought out the expertise from the scientists at Tarkett (volleyball court manufacture) and SportMaster (pickleball supplier) to develop a solution for Pickleball Charlotte. After testing the SportMaster product on the 7 millimeter Tarkett rubber, we were convinced we had found the best of both worlds. ***"Real Pickleball Courts With A Soft Underlayment."*** Although we knew most customers may not SEE the difference, we knew they, and us, would FEEL the difference.



Unable to find a court contractor with available time and willing to apply the SportMaster product to Rubber, we hired SportMaster to train our staff and we became certified installers of their product. We have since resurfaced over 60 of our own Indoor and Outdoor Pickleball courts.

**SportMaster**<sup>®</sup>  
SPORT SURFACES

The next step was to find the best Pickleball Nets at an affordable price. Since we were unable to find any high quality Pickleball Net Systems that could easily be moved and did not require core drilling in the concrete and permanently anchoring the polls, we learned to weld and built our own **Premier Net Systems**. We have since built over 100 systems for our use and many local country clubs and courts in the Carolinas.



We also designed and built our own portable **Deluxe Net System** to be used for temporary nets for our indoor courts on our volleyball courts that were much better than the options on the market with wheels and lightweight nets that always sag in the middle and created a storage problem when not being used.



We originally installed metal fencing as our court dividers, like most Pickleball locations had that we visited. Shortly after we opened, we discovered this was a mistake and switched out all our “fencing” to “netting”. Netting allowed us more flexibility and provided a much safer playing environment for our customers.



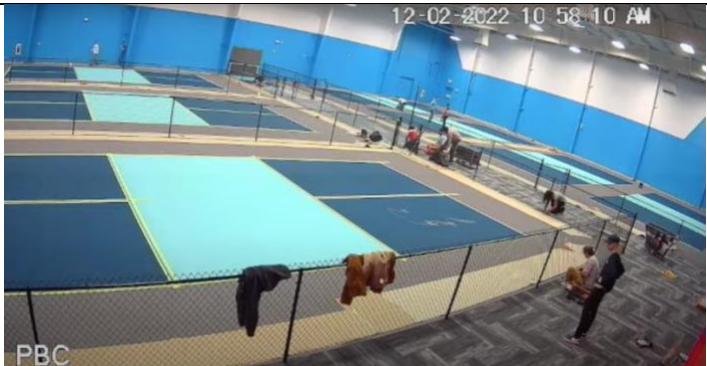
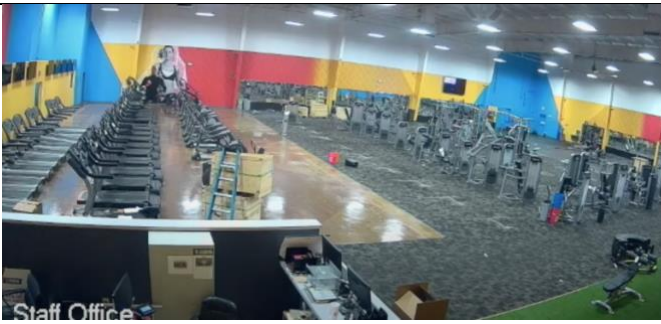
## **We opened the FIRST dedicated Indoor Pickleball Facility in Charlotte in November, 2022.**

View pictures of the Ballantyne Pickleball Charlotte Project on the next page.  
To view a Time Lapse Video of the project

[Click Here](#)

<https://www.youtube.com/watch?v=rC-woucwp3I>







## Local News Paper Article Announcing Open Of Pickleball Charlotte.

Pickleball Charlotte, the area's first dedicated indoor pickleball facility, is scheduled to open in south Charlotte at the end of 2022 with 7 courts for full-time play. The sports center's owners, Allan and Kelly Haseley, plan to open a dedicated indoor pickleball facility called Pickleball Charlotte in the Ballantyne area at the end of 2022.

You have to laugh when you consider this headline The Ledger published in January 2020:

Now, not even three years later, the sport has exploded. Tennis clubs have carved up courts to make way for pickleball play, local recreation centers are installing nets and people of all generations are learning the proper way to use terms like "dink" and "kitchen."

Talk to serious players around the region and they'll tell you that demand for pickleball courts far exceeds supply. Allan Haseley is trying to change that.

Haseley plans to open a 30,000 s.f. Pickleball Charlotte facility in the Ballantyne area at the end of 2022, next door to the Sports Connection bowling and family entertainment center that he and his wife, Kelly, own. The facility will offer one game — pickleball — and it will have seven indoor courts with more outdoor courts planned in the future.

The Haseleys also own the Granite Street Sports Center, home to the Carolina Juniors Volleyball program in southwest Charlotte, and they currently operate Pickleball Charlotte from that location. Since spring 2019, they've offered pickleball on the volleyball courts at Granite Street during times of the day when kids are at school and the volleyball courts are empty. They also offer pickleball at the third facility they own: Northlake Indoor Sports Center, which includes basketball and volleyball courts.

Haseley has grown the Pickleball Charlotte program to include four full-time pickleball instructors, who not only run the pickleball program at the Granite Street volleyball facility but are often hired out to teach pickleball to staff at places like Myers Park Country Club and Olde Providence Racquet Club, Haseley said.

The Carolina Panthers hired Pickleball Charlotte staff to create a pickleball experience at a team party earlier this year, and "Coach Rhule was the last one off the court," Haseley said, referring to Panthers head coach Matt Rhule.

Haseley's vision for Pickleball Charlotte in Ballantyne is to make it a place where people can show up seven days a week rain or shine for open play, lessons, or to rent a court for group matches or events. Court rentals will range from \$15 to \$30 per hour and open play will range from free to \$12, depending on whether the players are members and the time of day they want to play.

Memberships will be offered but won't be required to use the facility, he said.

"Pickleball is exploding and there's a severe lack of pickleball courts everywhere, because of the growth of the sport," he said. "We believe that there's a big demand for more indoor pickleball courts because there are not very many places to play indoors."

Charlotte resident Dick Osman, who with his wife, Desiré are "pickleball ambassadors" through the USA Pickleball Association, said Pickleball Charlotte is highly anticipated, because it will be the first dedicated indoor pickleball facility of its kind in Mecklenburg County. The Osmans publish a monthly pickleball newsletter called "The Charlotte Dilly News," which currently has 1,800 people on its distribution list.

Indoor facilities that offer pickleball usually do so in combination with youth sports like volleyball or basketball, so pickleball gets scheduled in during the school days when kids are in classrooms, Dick Osman said.

"People have always said (pickleball) was an old-people's sport, but that was because only old people were available to play when the facilities were available," he said.

Mecklenburg County opened an outdoor pickleball facility, the John Stevens Pickleball Center at Clarks Creek Community Park in the northern part of the county in 2019, but there aren't enough parks that offer pickleball in other parts of the county, Osman said.

Country clubs are quickly growing their player rosters, and a Queen City Pickleball League that started in the fall of 2021 with 13 teams grew to about 30 teams by spring 2021, Osman said.

*Cristina Bolling is managing editor of The Ledger: [cristina@ciltledger.com](mailto:cristina@ciltledger.com)*

# 2023

## **Pickleball Charlotte has thousands of players playing Pickleball at all hours of the day and night at the Ballantyne and Granite Street Indoor locations.**

Pickleball Charlotte hires more Management Staff, Pros and Instructors to keep up with the growing demand for Training and Programs. Clinics, Lessons and Instructional Leagues and anything dealing with “Training”, quickly becomes our number one revenue source. We discover there are lot of Pickleball Courts in Charlotte, but not many places, or people, focusing on teaching and helping players get better so they can enjoy Pickleball even more.

As the word spreads and Pickleball continues to gain in popularity, our Group Outing business and demand for Beginner Clinics skyrocket. Open Play is quickly becoming the most popular event since players can register and cancel at any time and do not have to have 3 other players to play. We find with the increased number of Open Play players, there is a need to be able to group players by some sort of Playing Level or Player Rating to maximize their enjoyment and get the most out of a session. Our Pros and Staff spend months developing and perfecting our own PBC Player Rating System with rating sessions, scoresheets, charts, etc. Most events in CourtReserve now require a specific Player Rating. Our staff rated over 3,000 players in the first year. In 2023 we had over 10,000 players registered in our system in less than 2 years. (We currently have over 30,000 as of January 2025)

Some customers want Court Rentals, some want Open Play, some Leagues, some Training, some Tournaments.....we quickly find out that we do not have enough courts to accommodate the tremendous growth and customer demand. Our staff has to make decisions to prioritize which programs and activities and playing levels get to use the courts are what times. We decided to convert part of our Ballantyne parking lot to 6 Outdoor Pickleball Courts to help with the demand. This brought our total number of courts to 10 Outdoor courts and 8 dedicated Indoor courts, 2 Training Courts and 14 Temporary Courts on our volleyball courts.

Business 101....If you have more Demand than Supply, maybe consider expanding!  
So the search for another location was on again.

## **Although our first dedicated Indoor Pickleball facility had only been open for less than a year, the decision was made it is time to expand...again!**

In the summer of 2023, we reached back out to the owners of the Charlotte Indoor Tennis Center (that we tried to partner with earlier in the year) and reached an agreement to purchase their building. The building was built in the early 70's and had 6 indoor Tennis courts on concrete and 10 outdoor clay Tennis courts. We had no idea what we would do with the outdoor tennis courts, but we bought the building specifically to build a state of the art Indoor Pickleball facility.

Like many old tennis centers, this building needed a lot of renovations. The biggest expense was to add HVAC (which the building did not have in 20+ years). With no HVAC, there was a lot of mold and leaks and general cleaning up that was needed.

We debated long and hard to possibly just resurface the current concrete tennis courts to be Pickleball Courts, but after playing on concrete a few times and then playing on our cushioned courts with the rubber underlayment at our Ballantyne location, it was decided we, and our customers would not be happy with just concrete. Although adding the rubber doubles the cost of court construction, we were looking at the long term, not just the least expensive solution for the short term.

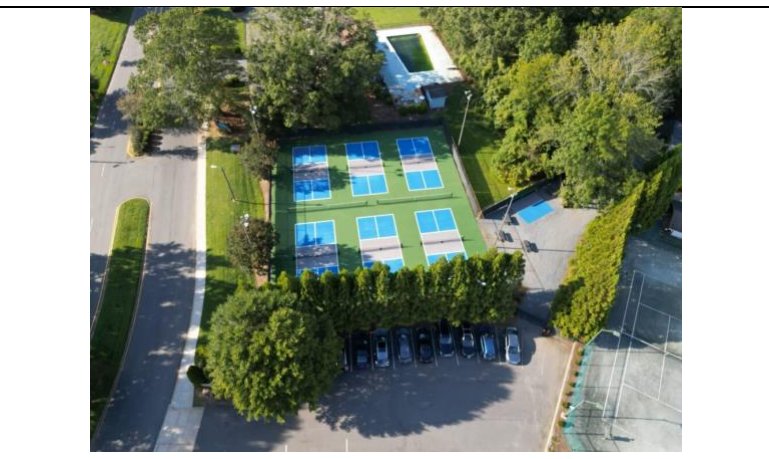
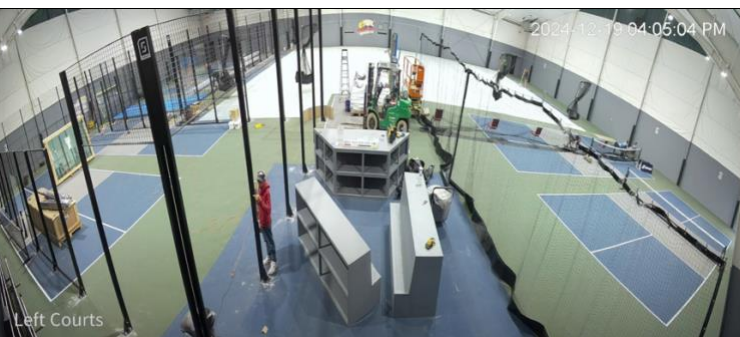
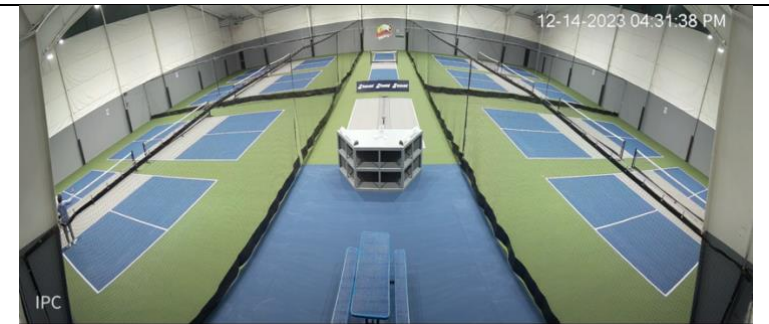
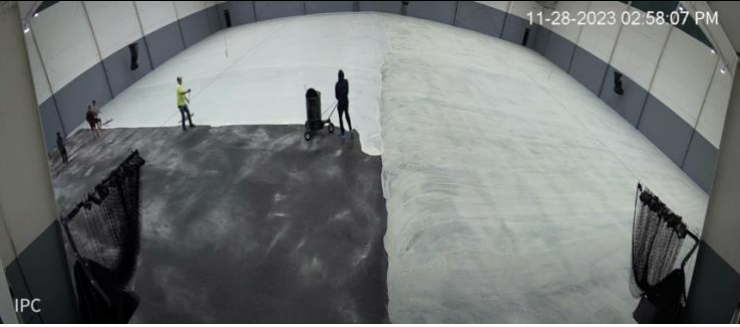
We purchased the building on September 15, 2023 and opened with 16 Dedicated Pickleball Courts on December 15, 2023. The quickest turnaround of any project we have been involved with in 30 years. We were very lucky everything went as planned...except the condensation issues...which is a whole other story...

## **We opened our SECOND dedicated Indoor Pickleball Facility in Charlotte at Sharon Lakes on December 15, 2023.**

View pictures of the Sharon Lakes Pickleball Charlotte Project on the next page.  
To view a Time Lapse Video of the project.

[Click Here](#)

[https://www.youtube.com/watch?v=5\\_krqspssik](https://www.youtube.com/watch?v=5_krqspssik)



# 2024

**Pickleball Charlotte has over 800 players playing PER DAY, primarily at our Ballantyne and Sharon Lakes dedicated Indoor Pickleball Centers.**

Pickleball Charlotte, after only a few years, has over 3,000 members with 40% of all players and sales coming from “non-members”. Court Rentals and Open Play continue to be the most popular programs. Court Rentals make up 30% of Sales, Open Play 27%, Memberships 20%, Training 10%, Group Outings, Leagues and Other Programs 7% and Pro Shop and Drinks 4%.

Pickleball Charlotte employees over 20 employees and many Instructors.



Pickleball Charlotte continues to be the leader in providing fun and creative programs and events for players of all levels.

**Pickleball Charlotte Empowering Women Series**

You are personally invited to level the playing field by attending this unique series of clinics. This series will be instructed by professional and high level players. Sample topics include: competitive shot selection and strategy, maintaining a strategic mindset, controlling aggression at the non-volley zone and more!

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Eddie Perez - PPA Pro  
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March 31  
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**FOR SKILL LEVELS**  
3.75  
11:00 AM - 1:00 PM  
\$125 Registration Fee

REGISTER EARLY - SPACE IS LIMITED  
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Pickleball Charlotte continues to be the number one location in the Charlotte area for training, lessons, clinics and instructional leagues for all level of players. Our Master Teaching Professionals, our touring Pros, our local Pros and our many Instructors host many training opportunities for Players, Instructors and Referees. Now you can also see many of them on various Pickleball In Paradise adventure trips.



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**JOIN MASTER TEACHING PROFESSIONALS JOHN AND LEESA WALKER**

**MARCH 8th 8:00 AM - 5:00 PM PICKLEBALL CHARLOTTE BALLANTYNE**

Participants of this 8 hour event will learn how to effectively teach Pickleball to new/beginner level players. Those participants that meet the standards, and pay the annual dues, will be sent an access code to take the written exam. Upon passing you will be awarded the title CERTIFIED LEVEL I INSTRUCTOR. This also entitles you to IPTPA's Benefit Package. IPTPA is the world leader in developing teaching/instructional standards in the sport of Pickleball.

**Session 1 - Classroom - 8:00 - 12:00 LUNCH BREAK**  
**Session 2 - Implementing methodology on the court**

**TO REGISTER:**  
[www.members.IPTPA.com](http://www.members.IPTPA.com)  
**Fee - \$200**

**For more info:**  
[leesa@pickleballcharlotte.com](mailto:leesa@pickleballcharlotte.com)



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**WITH MASTER COACHES JOHN & LEESA WALKER**

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**AVAILABLE TRIPS**

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<b>Sandals Montego Bay</b> June 28, 2025	<b>Beaches Turks and Caicos</b> November 9, 2025
<b>Jola Paraiso</b> 12/8/25 - 12/14/25	

**CONTACT ME FOR MORE DETAILS** **ELIZABETH HIGGINBOTTOM** 843-331-6955

[eliz@straightawaytravel.com](mailto:eliz@straightawaytravel.com) [www.pickleballinparadise.com](http://www.pickleballinparadise.com)

The Paddle Battle is an area of growing concern. What role does the “facility” play in controlling which Pickleball Paddles are allowed to be used and which ones are “illegal” or hot or dangerous. Court Rentals can do whatever they want, but for Leagues, Open Play and other company sponsored events, should the facility govern which paddles are allowed or considered too dangerous.....To be continued.....

Court Rental Hogs, Excessive Cancellations, No Shows, Moving Paddles, Sneaking In, Fake Accounts, Not Bringing A Ball To The Court, Arriving Too Early, Staying Too Long, Not Happy With Player Rating, Can't Get In, Auto Registered From Waitlist, He Tried To Hit Me, Bangers, Hot Paddles, The Ball Was Clearly In, You Were In The Kitchen. These may seem like “problems”, but they are all “opportunities” and part of the growing pains of having thousands of players at multiple locations. Pickleball Charlotte looks forward to hosting an Owner’s / Manager’s User Group of Indoor Facilities in the near future to exchange ideas, contact information and discuss these and other topics.

Player Ratings continue to be the number one topic from customers. Pickleball Charlotte questions if our own PBC Rating System that we have used to rate over 8,000 players, is the best for our customers, staff and business, or is DUPR or UTR or other program the best solution. The decision is made to switch to DUPR as our main form of assigning player ratings. After only a few months, we realize that DUPR is not the best answer. DUPR is a great tool for an industry standard player rating system based on game results, but for a local, private club like Pickleball Charlotte, our players want to be rated based on being OBSERVED by one of our professionals and assigned a rating that is controlled and is compatible to all other players playing at Pickleball Charlotte. Pickleball Charlotte is still a DUPR Club and accepts DUPR for certain levels of play and enters scores for our customers, but most players continue to rely on their PBC Player Rating to gain entry into events at Pickleball Charlotte. One thing you cannot get from DUPR is FEEDBACK. We have discovered customers are willing to pay to be rated, evaluated and receive feedback. Player Ratings are becoming one of our most popular clinics.

## RATING DESCRIPTIONS



### 1.5 STARTER

- Still learning score keeping
- Still learning court positioning
- Serves and serve returns in; 40% or less
- Limited mobility



### 2.0 BEGINNER

- Needs reminders with score keeping
- Has minimal understanding of court positioning
- Serves and serve returns between 40% and 50% of the time
- Showing adequate mobility (safe and balanced movement)



### 2.5 ADVANCED BEGINNER

- Must know how to keep score
- Must know where to position themselves on court
- Must get serves and returns in 50% of the time
- Is attempting the backhand stroke (not running around to hit a forehand)
- Showing good mobility and can move around on court in a safe manner

### 2.75 ADVANCED BEGINNER

- Must get serves and returns in 60% of the time
- Demonstrates ready position at the NVZ
- Able to demonstrate PROPER punch volley (using backhand, correctly, etc., not Tomahawk grip, etc.)
- Showing good mobility, hand-eye coordination and moderate quickness



### 3.0 INTERMEDIATE

- Must get serves and returns in 75% of the time
- Must move to the NVZ after return of serve and not retreat during play
- Must be able to maintain at least a 5+ shot rally
- Able to successfully perform volleys at the NVZ (both FH and BH)
- Forehands and backhands need to be hit with control in regard to height, depth, and direction

### 3.25 INTERMEDIATE

- Consistently gets serve and service returns in
- Attempts and executes 3<sup>rd</sup> shot drops 50% of the time
- Attempts and executes dink rally 50% of the time
- Is aware of unforced errors and is working to minimize

### 3.5 ADVANCED INTERMEDIATE

- Must be successful in dropping from baseline (3<sup>rd</sup>, 5<sup>th</sup>, etc.) to get to NVZ at least 60% of the time
- Unforced errors less than 8 in one game
- Is successfully putting shots away using overhands and volleys
- Is initiating dinking, and can maintain a controlled dink rally

### 3.75 ADVANCED INTERMEDIATE

- Must be successful in dropping from the baseline (3<sup>rd</sup>, 5<sup>th</sup>, etc.) and driving from the baseline
- Unforced errors less than 6 in one game
- Attempts and executes resetting from the transition zone with 50% accuracy
- Demonstrates understanding of which balls are attackable and which are not



### 4.0 ADVANCED

- Resetting from Transition Zone, and when forced back to baseline
- Utilizing BOTH 3<sup>rd</sup> shot drives and drops as the situation dictates (successfully 90% of the time)
- Lobbing only from NVZ, and not using lob as "reset" or "panic"
- Low unforced errors, 5 or less, during a single game
- Understands strategic pickleball and the importance of court positioning in collaboration with partner

If you are interested in seeing a more detailed version of our rating scale, please see the PBC staff.



## **Sports Connection owns 4 buildings in Charlotte, NC. 3 of the locations have dedicated Pickleball courts. Why not add courts to the 4<sup>th</sup> location?**

In the Fall of 2024, we decided we did not really need 11 indoor Volleyball Courts at our Northlake location. We would be fine with only 7 volleyball courts. So....time to expand Pickleball Charlotte AGAIN.

The North side of Charlotte has a number of outdoor courts and groups of players currently playing Pickleball, but no indoor facilities. When we opened our South Charlotte locations, we already had traction from the past few years of playing on our Volleyball courts, but our challenge when opening Northlake is we needed to market, educate and build a customer database and programs. Opening in the middle of Winter and offering discounted court rentals for the first few months allowed players to come INDOORS and check out our newest location. Inviting a different neighborhood each week to come and play for free during the weekday also was a great asset to getting the word out to the “current” Pickleball players. We are now focusing on Beginner Clinics and building a whole new market of future Pickleball players on the North side of Charlotte.

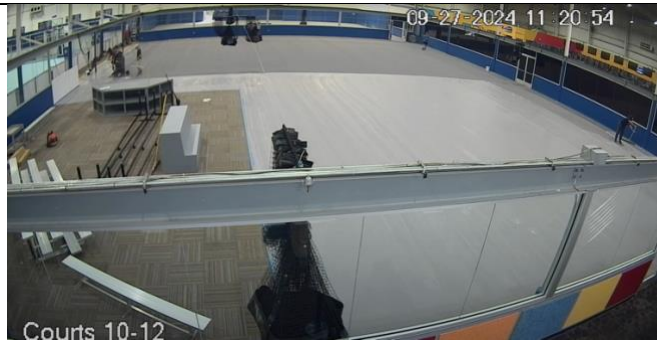
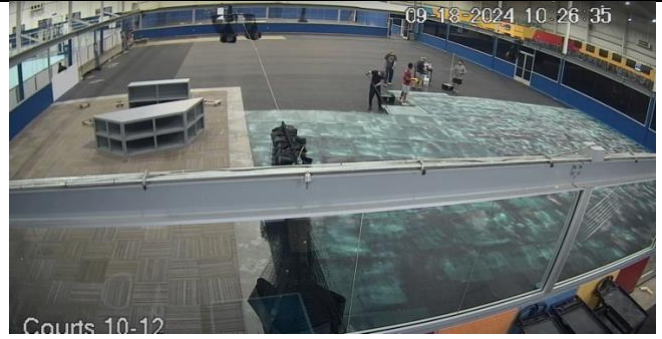
## **We opened our THIRD dedicated Indoor Pickleball Facility in Charlotte at Northlake in December 2024.**

View pictures of the Northlake Pickleball Charlotte Project on the next page.  
To view a Time Lapse Video of the project.

[Click Here](#)

<https://youtu.be/CVSKY8ad5h4>





# Pickleball players are not lazy, they just like **OPTIONS**.

In 2022, after we opened our first dedicated Pickleball facility, we started travelling to check out other Pickleball facilities and played on lots of indoor and outdoor courts. We started to notice on some courts you could “Roll” the Pickleball ball back to your opponent. On other courts you “Might” be able to roll the ball, but it would often get stopped by a sagging net in the middle. Most courts have the original Pickleball nets that are made similar to tennis nets that were made to touch the ground. These nets are 36” high from side to side and are rectangular (versus a tennis net which is made to be tapered). Since Pickleball nets are supposed to only be 34” in the middle, these rectangular nets result in 2” of extra net laying on the court that catches water, leaves and other debris and of course does not allow a Pickleball to roll underneath.

Tired of watching our customers try and “Roll” their ball back to their opponents, only for it to get stopped by the bottom of the net, in 2023, we had our own custom “tapered” Pickleball nets manufactured. This “tapered” net took the typical sag out of the bottom of the net and made the net be perfectly horizontal to the ground to allow pickleballs to consistently roll under the net. Many facilities use zip ties to raise their nets off the ground. Most net options are 36” nets that drag on the ground, 31” nets that sag in the middle, now there is a third option, the ATP Net (A Tapered Pickleball Net).



ATP NET



36” NET



31” NET

# Pickleball Charlotte develops the NETSKIRT and sets out to get ALL Pickleball Nets OFF THE GROUND!

Realizing that most existing courts already had Pickleball Nets in place and were probably not going to be replacing their nets, we stopped selling the ATP Nets and set out to develop a new product called the NetSkirt. The NetSkirt easily attaches to ANY existing Pickleball Net to raise it off the ground and allow balls to roll freely under the net. The NetSkirt also provides great marketing and branding opportunities.

## PICKLEBALL *NetSkirt*

BRAND YOUR CLUB  
RAISE YOUR NET  
ROLL YOUR BALLS



**TRADITIONAL NETS**  
*Drag on the ground*  
*Stop ALL of your balls!*



**NEW NETS**  
*Sag in the middle*  
*Stop MANY of your balls!*



**RAISE YOUR NETS  
AND LET YOUR BALLS  
ROLL FREELY!**



[www.TheNetSkirt.com](http://www.TheNetSkirt.com)

# 2025

## What Is Next? Stay Tuned!



# Links And Notes

Ballantyne Video

<https://www.youtube.com/watch?v=rC-woucwp3I>

Sharon Lakes Video

[https://www.youtube.com/watch?v=5\\_krqspssik](https://www.youtube.com/watch?v=5_krqspssik)

Northlake Expansion Video

<https://youtu.be/CVSKY8ad5h4>

Padel Video

<https://youtu.be/TqiwFJpKdJ4>

News Articles On CourtReserve

<https://app.courtreserve.com/Online/News/List/8331>

Websites

[www.PickleballCharlotte.com](http://www.PickleballCharlotte.com)

[www.CharlotteTennisNC.com](http://www.CharlotteTennisNC.com)

[www.PadelCharlotte.com](http://www.PadelCharlotte.com)

[www.SportsConnectionNC.com](http://www.SportsConnectionNC.com)

[www.CarolinaJuniors.com](http://www.CarolinaJuniors.com)

[www.PickleballinCharlotte.com](http://www.PickleballinCharlotte.com)

[TheNetSkirt.com](http://TheNetSkirt.com)

The History Of Sports Connection

[www.SportsConnectionNC.com/the-history-of-sports-connection](http://www.SportsConnectionNC.com/the-history-of-sports-connection)

# Pickleball Charlotte Notes

## Opened May 2019

### 4 Locations In Charlotte, NC

50k sqft, 35k sqft, 30k sqft, 25k sqft

### 64 Total Pickleball Courts

48 Indoor Pickleball Courts

34 Dedicated Hard Surface Courts\*

14 Multi-Purpose Courts On Volleyball Courts

\*Includes 2 Training Courts and 1 Ball Machine Room Court

16 Outdoor Pickleball Courts

### 800 Players Play Per Day On Average

48% Are Female

52% Are Male

6% Are Younger Than 21

22% Are 20-30 Years Old

21% Are 30-40 Years Old

19% Are 40-50 Years Old

21% Are 50-60 Years Old

16% Are 60-70 Years Old

4% Are 70 Or Older

### 29,300 Names In CourtReserve System

2,000 Players Have A DUPR Player Rating Linked To Their CourtReserve Account

10,000+ Players Have A Pickleball Charlotte Player Rating Assigned By Staff

1.5 Level 5%

2.0 Level 23%

2.5 Level 9%

2.75 Level 13%

3.0 Level 14%

3.25 Level 8%

3.5 Level 13%

3.75 Level 7%

4.0+ Level 8%

### Sales

Court Rentals 30%

Open Play 27%

Memberships 20%

Training 10%

Group Outings, Leagues and Other Programs 7%

Pro Shop and Drinks 4%.