



Arrive as a stranger & leave as a friend

Ron Gentile

Palo Alto Pickleball Club Member

[PAPC website](#)



Pickleball

- Racquet sport that is a blend of tennis, ping pong and badminton
- 3rd most popular participation sport in US
 - 37M participants in US in 2022 (growing 159%)
 - Ahead of golf and tennis
 - 10,000+ places to play in US
- Appeals to all ages
 - Average age 38, continuing to drop
 - 29% of players 18-34
 - Fastest growing under 24
- Low barrier to entry
 - Skills, abilities & equipment
- Inherently very social
 - Mostly played as doubles
 - Easy to show up and integrate as a single
- Numerous physical & mental health benefits





Palo Alto Pickleball Club (PAPC)

- Rapidly growing pickleball club with 1,150 members
 - Growing 25% annually
- Caretakers/ambassadors of Mitchell Park pickleball courts
 - Even funding key facility improvements
- Mitchell Park is considered the epicenter of Bay Area pickleball
 - 15 courts, 6am – 10pm, 7 days a week
 - Players of all levels
 - Often over 2X capacity
- Provides the community with many services
 - Getting Started sessions
 - Clinics to improve skills
 - Youth programs
 - Social activities to form connections
 - Online communities
 - Tournaments
- *Facilitates an incredibly welcoming community of players for literally everyone*





What PAPC looks like *on the surface*





If you look more closely...

*PAPC is actually addressing key community issues
in a magical way*



Serves all ages & abilities



88 yo Ron Albrecht



Many regulars with physical limitations, MS, Parkinsons...



And everyone in between



PPA Pro Alex Neumann





Serves local youth too

- Wide range of programs
 - Ages 6-18
 - Free clinics
 - Meet up days when out of school
 - Competitions
 - Volunteer opportunities
- PAPC works with pickleball programs at local schools





Brings together different cultures & languages



“The Tongans bought Polynesian food for everybody as a way of thanking this community for being so friendly and welcoming!”



Increases socioeconomic interactions

- Very low barrier to entry for equipment
- On the same court can be people living in low-income housing and the very wealthy
- No one asks, “What do you do?”
- Instead they ask, “Do you need one more on this court?”





Creates social connections

Why this matters

- San Mateo county declared loneliness a public health emergency
- US Surgeon General has declared loneliness a public health crisis

[Learn more](#)

- *“Given the significant health consequences of loneliness and isolation, we must prioritize building social connection the same way we have prioritized other critical public health issues such as tobacco, obesity, and substance use disorders...”*





Infuses happiness

Why this matters

- 1 in 5 US adults live with a mental illness
- Many more are sub-clinical





Provides engaging exercise

Why this matters

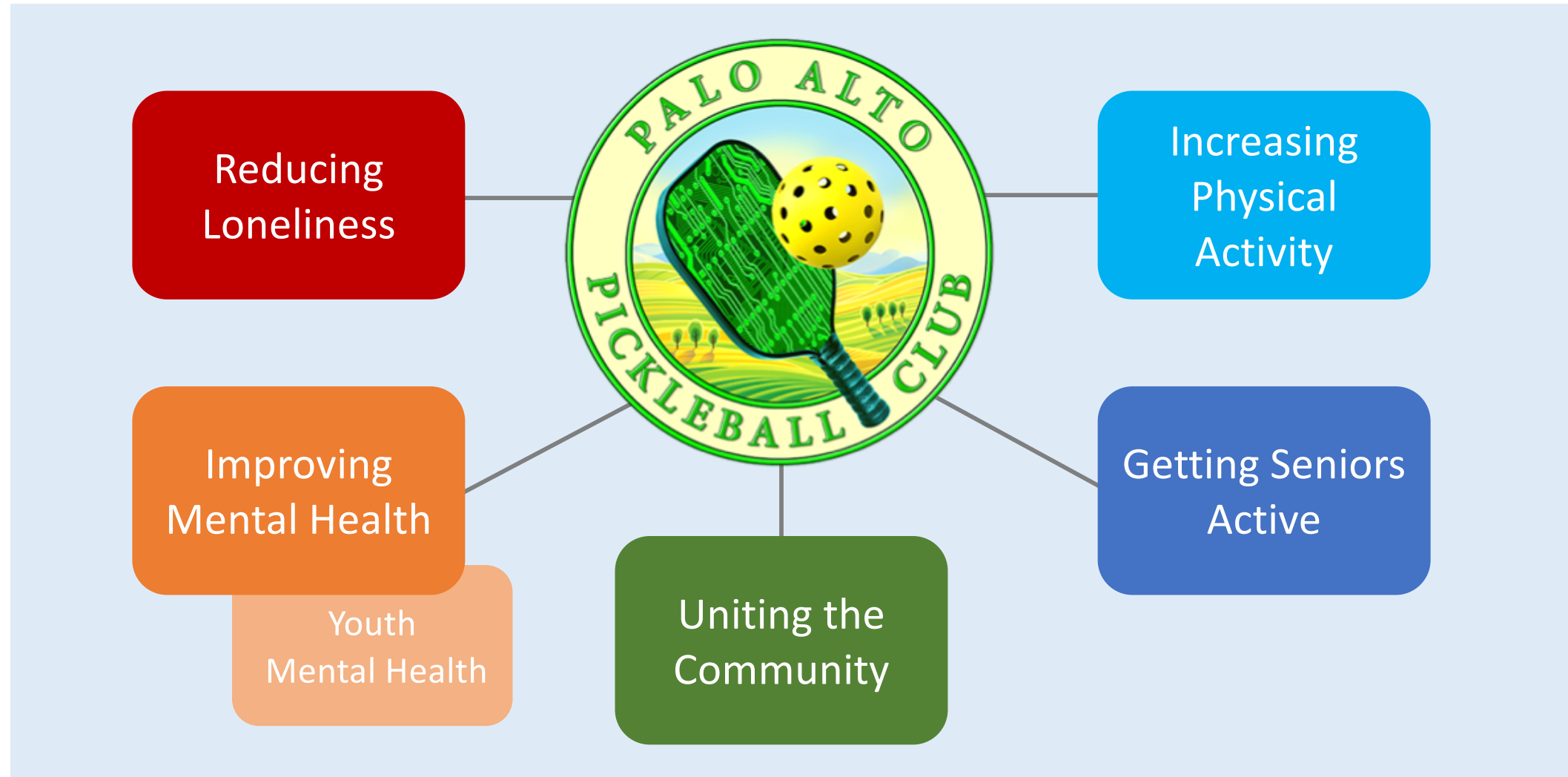
- US adult obesity rate of 42%
- Less than 25% of U.S. adults get enough physical activity, and that percentage decreases with age





What PAPC is really achieving

Social infrastructure to address key community issues





How we can work together



- *PAPC can host a Getting Started clinic for your members*
 - Since April 2023 we've run 371 events with 3,000+ participants
 - We provide ambassadors, equipment and courts
 - We show your members the ropes, orient them to Mitchell Park, and make them feel incredibly welcome in our pickleball community
- Event sponsorship opportunities



Thank You

For more information

www.paloaltopickleballclub.org

papc.information@gmail.com