

STRATEGY FOR SUPPORTING LOCAL/AREA PICKLEBALL INTERESTS

Purpose: To propose a strategy to support Purcellville and Western Loudoun County Pickleball interests.

Process: To discuss the strategy in terms of ends, ways, and means.

Outcome: Agreement on a unified strategy for advancing Pickleball interests in Purcellville and Western Loudoun County.

Ends: A pickleball venue with indoor courts that serve the interests of enthusiasts in Purcellville and Western Loudoun County.

Ways: Create near term partnerships with local venues in Purcellville and Western Loudoun County to cater to the indoor pickleball season running from Nov to Mar; advocate for County sponsorship; create non-profit organization to sponsor aggregate interests and resources.

Means:

- On Apr 27, Phil Baldwin filed for Non-Profit Corporation 501C3 status under the name “WLC Pickleball Inc.” He is currently filing an application with the IRS, setting up a bank account, and convening committee members. Non-Profit 501C3 status will provide a parking lot for local interest donations and grants.
- WLC Pickleball Inc. will apply for business (potential EDAC support), County and Town (ARPA) grants to build bank account to purchase portable pickleball nets and court “taping” materials that do not leave a residue, for use in temporary local indoor venues (estimate \$2,000 to cover nets, tape, and use-fees for first season).
- Staff will examine the option and potential of using the Tabernacle as a temporary indoor venue during the Nov to Mar timeframe and WLC Pickleball Inc. will pay use-fees from their Non-Profit.
- Council member Grewe will enter into discussions with PHC to explore potential temporary indoor venue options during the Nov to Mar timeframe and WLC Pickleball Inc. will pay use-fees from their Non-Profit.
- Council and Staff will collaborate with Board of Supervisors, County Staff, and potentially the Loudoun School Board to support WLC Pickleball Inc. pursuit of the construction of a dedicated permanent indoor pickleball venue in Western Loudoun County.
 - Potential sites: Field behind Blue Ridge Middle School and adjacent to Carver Center (WLC Pickleball Inc. preferred option), Fields Farm County Recreation Complex, Conveyed Woodgrove Town Property, and Franklin Park.

Recommended Motion: Motion to Support the Strategy of Supporting Purcellville and Western Loudoun County Pickleball Interests.

“I move the Town Council support and implement the recommended strategy for providing support to local community and Western Loudoun County pickleball interests. And this support

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be provided in coordination with the WLC Pickleball Inc. Non-Profit as the organizational aggregation of pickleball interests in Purcellville and Western Loudoun County.