

MLSER GRANT PRESENTATION

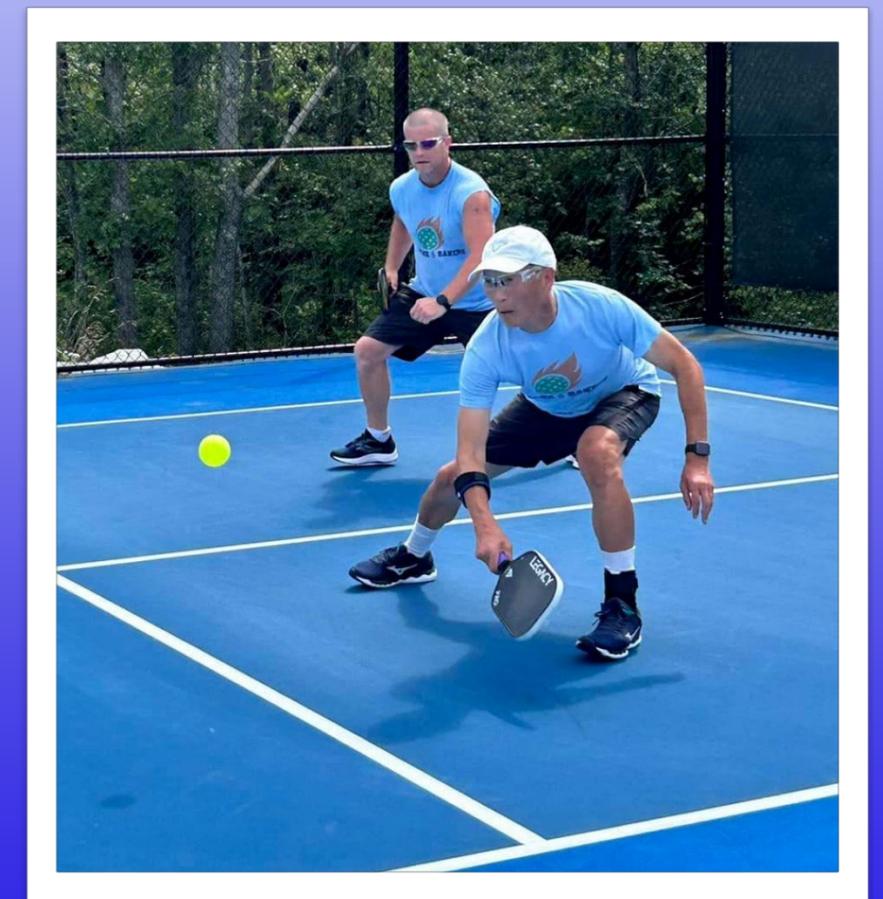


Donald Johnston
President
Pickleball Nova Scotia
Sandra Merkas
Treasurer

What is Pickleball?

- Pickleball is a paddle sport that combines elements of ping-pong, badminton, and tennis.
- It's easy to learn, with simple rules and a smaller court size than other racquet sports.
- Pickleball also has low impact, is good for cardiovascular health, and can be played by people of all ages and athletic abilities.
- It is a very social sport that encourages participation by all.
- It is affordable with a low cost to entry
- It can be played almost anywhere, all you need is a paved area, sidewalk chalk and a portable net.

Since 2022 Pickleball has been the fastest growing sport in North America



2024 Canadian Pickleball Championships

August 20th - 24th
At the Sobey's Atlantic Tennis Center
Halifax, Nova Scotia

Itinerary:

Day 1 Round Robin men's doubles and women's doubles

Day 2 Round Robin mixed doubles

Day 3 mens and women's singles

Day 4 double elimination men's and women's doubles

Day 5 double elimination mixed doubles.

Our opening ceremonies will also include a traditional smudging from a local indigenous elder.



This will be the first National Pickleball Championship to be held east of Ontario.



Athletes can play in men's, women's, or mixed doubles and singles tournaments. While we expect many people to watch the games in person, the event will also be live-streamed.

Demographics:

2023 - 622 players

2024 - 841 Players

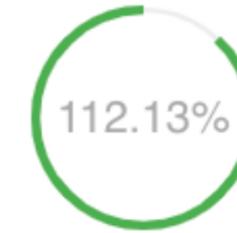
Youngest Player - 15

Oldest Player - 82

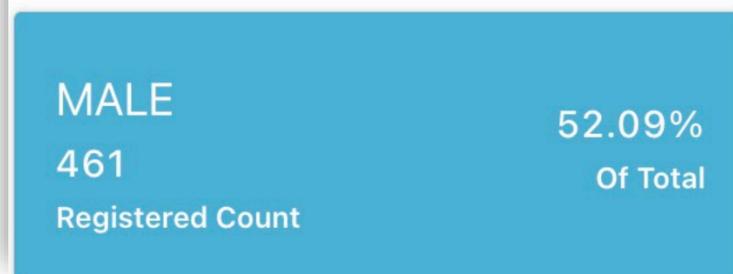
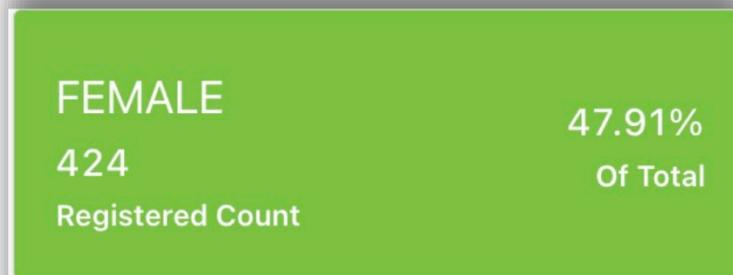
Entered In Events

841

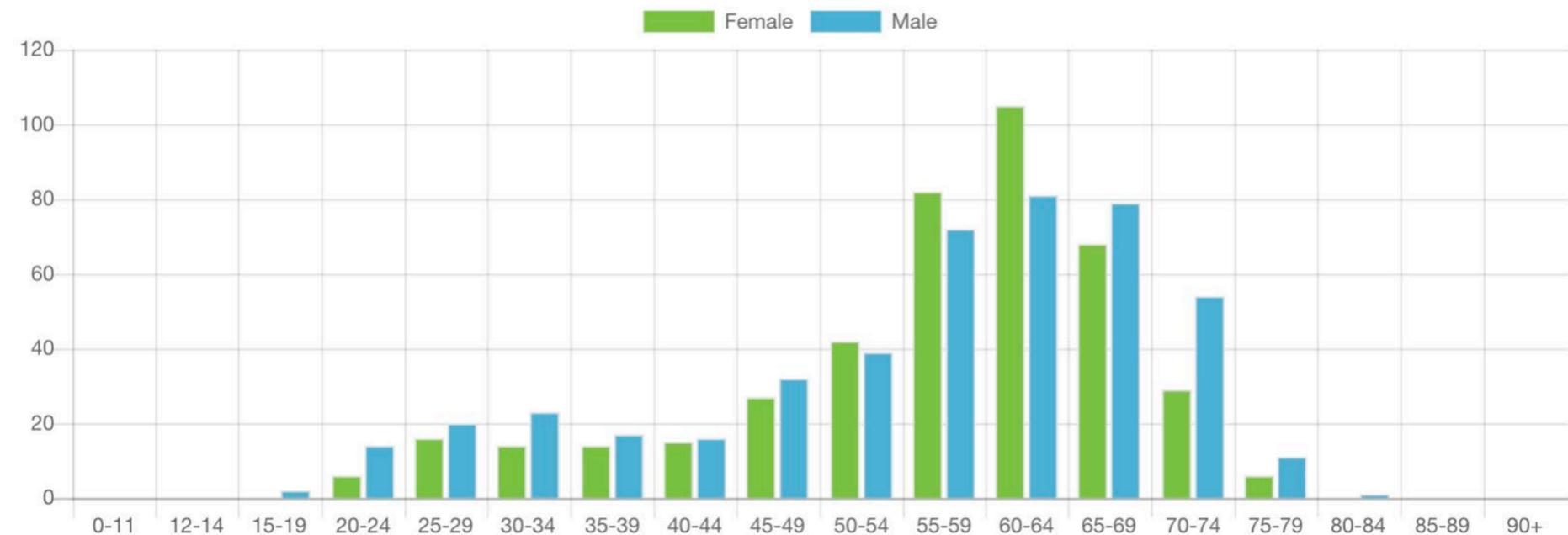
Registrations set to
play in at least 1
event.



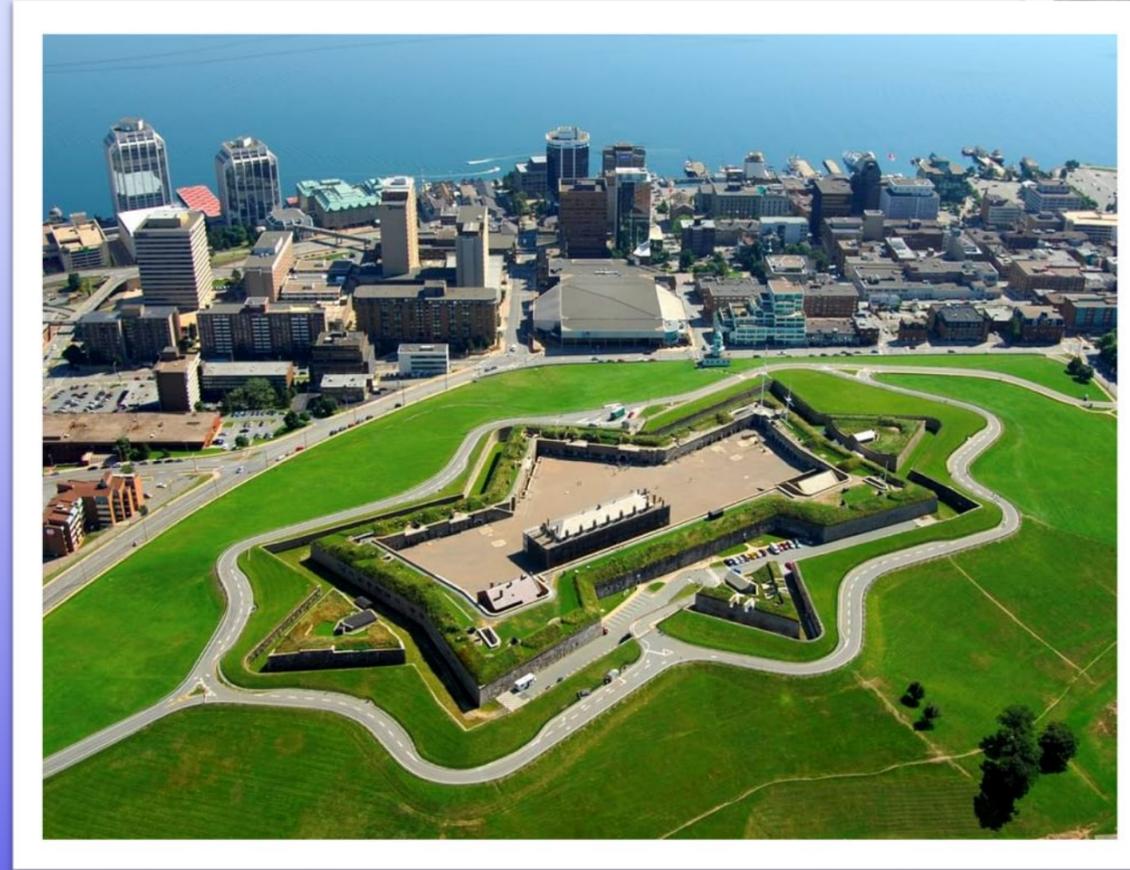
Goal: 750



Age Breakdown



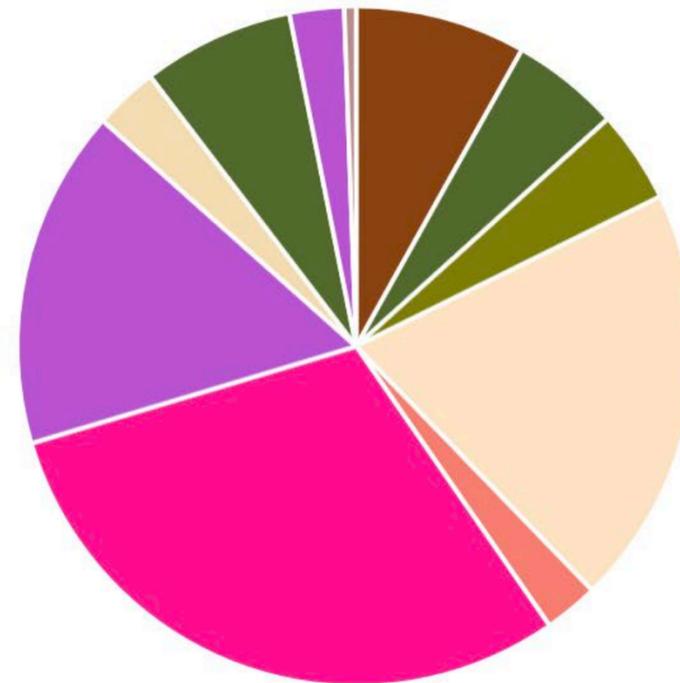
Come for the Pickleball ...



Stay for a Vacation!!!

Who is coming to Halifax?

Registered Locations



Western Canada - 180

Central Canada - 207

Atlantic Canada - 493

Nova Scotia - 266

ECONOMIC IMPACT

619 Players from outside of NS
250 Volunteers
50 Referees
20 VIPS

Hotel Rooms

Meals

Rental Cars



From a player number standpoint, this event will be one of the biggest sporting events to come to the Maritimes.

We want to take this opportunity, not only to bring the best Pickleball players in the country to Halifax, but to showcase what the Maritime hospitality is all about.

any questions?

