

***Capital Campaign for GVR Pickleball Center in Green Valley, Arizona
A Place for Sport, Friendship, & Community Well-being***

GVR Pickleball Center Fundraising Blitz

On June 26, 2019 the GVR Board approved a contract for the construction of eight pickleball courts on GVR-owned land at 2612 S Camino De La Canoa in Green Valley AZ. Construction is scheduled to begin in July 2019, with completion anticipated by January 2020. A portion of this contract created a process for third parties to contribute to an escrow account to be used to build additional courts. The GVR Pickleball Club has been designated as a clearinghouse for these contributions to build new courts. However because of time constraints in the contract, we can only apply funds raised by August 23, 2019 to a contract change order to build additional courts.

Our goal is to raise \$250,000 by that August date to have a 24-court pickleball center as originally designed. We anticipate that the bulk of these funds will come from our club members, and rightfully so. If you are not a GVR Pickleball Club member but see the value of a pickleball center for the Green Valley community and would like to participate, we welcome you. More information, including contribution methods and forms are available at: <https://www.gvrpickleball.org/pickelball-courts>.

Community Benefit – Investing in the Future

An investment in the capital campaign for development of a facility where individual sport, friendship, and community well-being can grow and flourish is more than just supporting the creation of a GVR Pickleball Center in Green Valley, Arizona. It is an investment in the economic future and health of the Greater Green Valley community and the vitality of Southern Arizona.

Green Valley, Arizona is recognized nationally by USA Today (2018), TopRetirements.com (2017), Forbes.com (2017), and IdealLiving Magazine (2016) as one of the 'Best Places to Retire' and Green Valley Recreation, Inc. (GVR) plays a major role in what draws active adults to this community. Many active adults seek a high quality of life that includes a place to play pickleball. They realize how healthy lifestyles, physical abilities, social connectedness, and community well-being all play a significant part in successful aging and the ability to make a positive transition to a new hometown. Pickleball helps to facilitate this process through the welcoming social nature of the game and ease in which this leisure activity can be learned by people of all ages and enjoyed by all skill levels.

Southern Arizona Senior Games

GVR Foundation's Southern Arizona Senior Games, with GVR as the presenting sponsor, attracts nearly 1,000 competitors age 50+ from 32 States, Canada and Mexico, as well as hundreds of volunteers who help make these games possible. Of the 30+ Southern Arizona Senior Games events, our pickleball tournament consistently represents the highest number of participants for any Senior Games event. Entering its 37th year in 2020, the annual Southern Arizona Senior Games benefits the Greater Green Valley community and is held during a three-week period in March - predominantly at GVR facilities. The Games provide incentive and inspiration to people 50 years of age and older to become and stay fit by engaging in a regular program of physical, mental, and sport activities.

Presently, there are not enough GVR pickleball courts to host the Southern Arizona Senior Games Pickleball Tournament at one site, or for ongoing competitive and tournament pickleball play. Since 2016, the large number of participants in Senior Games Pickleball competition necessitated the use of courts outside of Green Valley. This causes logistical and transportation concerns and issues, disrupts the flow of competitive play, complicates operational support needed from event volunteers, and reduces fundraising and sponsorship opportunities for the Senior Games. In 2019 alone, over 850 Southern Arizona Senior Games pickleball matches involving 385 competitors and over 400 volunteers were conducted over five days.

Development of the GVR Pickleball Center will allow the GVR Foundation and GVR (as the presenting sponsor) to host the entire Senior Games Tournament and other competitions and tournaments, increasing participation and drawing more visitors to the area to support local tourism, nonprofits and volunteerism, businesses, and economic development.

Intramural, Intra-Club & Tournament Play

Many communities in Arizona, and particularly the region of Southern Arizona, offer year-round pickleball play. There are thousands of pickleball players in Arizona alone and the GVR Pickleball Center will give Green Valley residents opportunities for intra-club and intramural tournament play in a state-of-the-art facility. This opportunity will positively impact Green Valley, Arizona and open new doors for local businesses and families.

Conclusion

The effort we put into this two month campaign will go a long way toward determining the size and completeness of the GVR Pickleball Center. This is our time to step forward and be a part of the largest capital project in GVR history. Thank you for reading this letter and considering your part in bringing a state-of-the-art pickleball center to Green Valley. And soon!