

Sample Proposal Letter: Pickleball Lines On Tennis Courts

[Date]

[Title, First and Last Name of Recipient]

[Address of Recipient]

[Address of Recipient]

[Address of Recipient]

Dear **[Title and Last Name of Recipient]**:

Please accept this letter as an introduction to a fast growing sport, particularly among the retired population (and also taking hold in some school gym classes). Please allow me to give a bit of a background and then explain how it is an extremely low cost addition that will result in a win-win request for our community.

The sport of Pickleball has been in existence since the mid 1960's, and has expanded exponentially in Michigan the past few years. The name Pickleball, which initially seemed like a distraction but instead has served as a unique attraction, was named after the originator's dog because it kept chasing the ball.

Pickleball is extremely popular with the 50 and up crowd. It has been extremely popular at the Michigan Senior Olympics the past several years. In fact, Muskegon has been well represented, including medal winners.

How does this affect Muskegon? The ramifications of making Pickleball more accessible to the population, especially the retired population, can bear fruit for the community, tourism, the retailers, in Muskegon County.

What makes this such a great opportunity for the community is the fact that, for the most part, the facilities needed are already available. The Muskegon area has numerous tennis courts and Pickleball is played on a tennis court. The difference is that the court size is smaller than the tennis court. In fact, it is the size of a badminton court.

Currently, the tennis courts are vastly underutilized, particularly during the mornings and afternoons. Senior citizens are available during those hours, and the numbers of senior citizens is also growing.

The only real cost in providing Pickleball to this ever increasing number of people wanting to play, is painting lines on the courts. This has been very successfully done on the east side of the state in Oakland County. Pickleball is also quickly growing in popularity in the north and south areas of lower Michigan (Grand Traverse County and Kalamazoo County). Muskegon has the opportunity to be the magnet for expanding Pickleball on the west side of the state. In fact, coupled with the other attractions in our area for the vacationers, Seniors have much longer and more flexible vacation planning available to take advantage of the Muskegon area attractions..

Putting lines on the Muskegon area courts can be accomplished by using a different color than the tennis court lines. It will not hinder what is already in place but will vastly increase the usage of the courts.

We Pickleball players are excited about possibly having Pickleball tournaments; In fact, possibly even the Summer and/or Winter Senior Olympics could become a reality.

Summarizing, the purpose of this letter is to:

1. Familiarize and make aware to you, the leaders of Muskegon County, the sport of Pickleball.
2. Request that the tennis courts of the Muskegon area also have Pickleball court lines added (in a color that will not hinder tennis).
3. Allow us to be able to expand access to the game to more people.
4. Increase the activities available that will attract more people to the area.
5. Provide one more attraction to this community with unlimited potential, yet at virtually little cost, that can only be beneficial for everyone (i.e. a win-win proposition). In fact, it is one of the most inexpensive investments for our area, and has so many positive potential outcomes.

What is the cost?

1. The cost of the paint.
2. The labor cost to paint. However, this could be done either by an already employed city or county worker, or,
3. If it is permissible to incorporate volunteer help, some Pickleball players could assist in painting the lines.

This appeal is to you, the integral part of the community leadership that makes things happen. Would you please help, in your position, to make Pickleball possible on our already available facilities?

I would like to give you a follow up call in the near future.

Sincerely,

Wayne J. LaPointe
Ambassador
USA Pickleball Association

[Phone Number]
[Alt Phone Number]