



PAK President's Report April 2022

NEWS

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APRIL IS NATIONAL PICKLEBALL MONTH

2022 marks the 57th anniversary of pickleball, as it was invented in 1965 on Bainbridge Island, a short ferry ride from Seattle, by three enterprising dads. Their children were bored with their usual summertime activities. It evolved from

the original handmade equipment and simple rules into a popular sport throughout North America and is now taking off in other parts of the world.

The 2022 Topline Pickleball Participant Report from the Sports & Fitness Industry Association (SFIA) reported that the sport currently has **more than 4.8 million** players in the US-an increase of 39.3% over the last two years. Pickleball venues, while also growing, lags behind the player growth, with known places to play totaling 9,524 at the end of 2021, with a total of 38,140 courts.

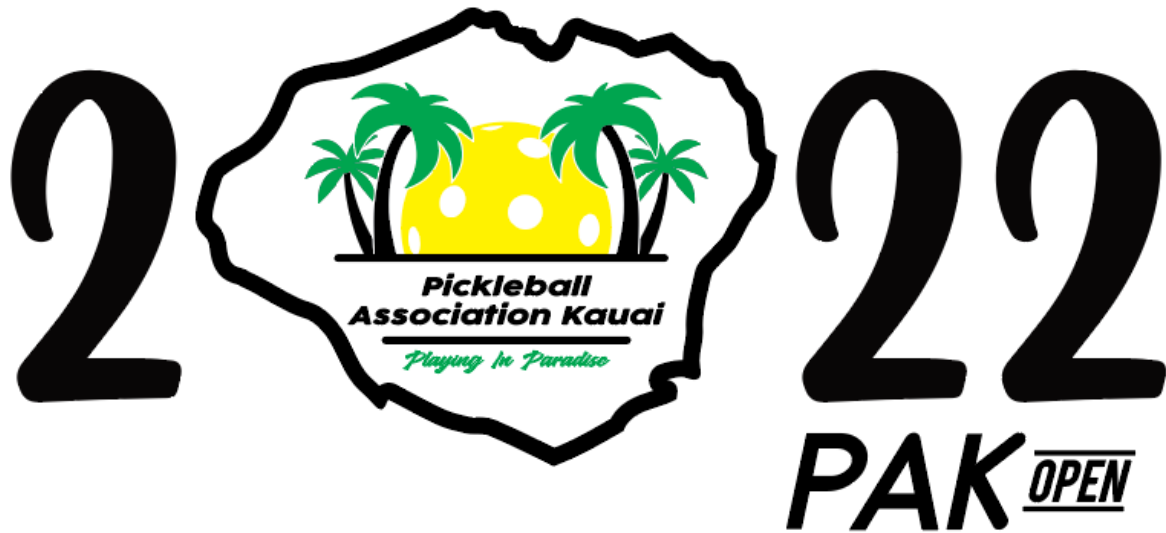
Interesting statistics about pickleball players are (according the SFIA report):

- 61% of participants are men, and 39% are women, with women having the faster growth rate.
- The average age for all players is 41 years old, a decrease of 2.5 years from 2019.
- Growth rate from 2019 to 2020 was the fastest among players 6-17 years old (50%) and 35-44 years old (31%).
- The region with the highest rate of growth is the Mid-Atlantic.
- 60% of all players live east of the Mississippi River.
- There were 2,025 USA Pickleball Ambassadors.
- There are only 189 Certified Referees, and 489 Level I and Level II referees.
- The Professional Pickleball Registry has 2,600 members.

HAPPY BIRTHDAY PAK!

April 5 marked the first anniversary since the by-laws were approved by your PAK board. Although we did not receive our non-profit status from the IRS until months after our application, we have done terrific work in advancing our mission statement. Our membership campaign, started in December 2021, now has almost 250 members, with numbers growing every day. Our first PAK Pickleball Tournament is scheduled for May 27-29 at Kalawai Park. Registration is available on our website and is quickly filling up. There are more than \$3,000 worth of prizes and medals are being offered, and swag bags and dri-fit t-shirts will be given to players that register early enough. Rumi Masumura is the tournament chair and board member. She recently won gold in Las Vegas at the Mountain

Diamond Regionals Mixed Doubles with Brant Fuchigami and silver in Women's Doubles with her sister Kimi (see the full article and pictures in our News section).



Many people have heard that PAK is in serious negotiations for securing a permanent pickleball venue. While we are not free to disclose the location, please know that if we are successful, we will have the Westernmost Tournament

Courts in the United States. The site is so beautiful I pray for a positive outcome daily. More will be shared as we are able.

Our website continues to grow and attract more interest. Last month, we had more than 700 “hits” to the website from people who visited to read our news, columns, and items of interest. Our Places to Play section has been used by many of our visiting picklers to find courts and people to play with. We note the opening of the Kalaheo Gym this month after a long shut-down. Thank you, County of Kauai for getting us back into this much-loved location.

It seems that PAK is beginning to attract attention not only on Kauai but around our state and on the mainland. Recently, we received a request to help Maui organize their picklers into an association. The organization that we freely copied in our board composition, mission and purpose, Sequim Picklers recently asked our Communications Director, Juliet Peters if they could copy our website format to re-vamp theirs. Juliet, who never did a web site before, has been recruited by the USAPA Western Region to be its Facebook Manager, and they want to start a web site too with Juliet’s help.

Pickleball Association Kauai is partnering with Blue Zones Project to build healthier communities. Blue Zones Project is a social initiative aimed at improving well-being in our communities to make healthy choices for everyone. We have joined Blue Zones Project by becoming a Participating Organization.



Later this month, the PAK Board of Directors will have its first ever face-to-face meeting since its formation. All other communications up to this time have been done by Zoom, email, phone, or text. Nothing can take the place of in person, and we are so looking forward to seeing each other personally, rather than on a screen. The board has been doing an exceptional job of moving PAK forward, and if you see a board member, please make sure that you thank them for the work that they so unselfishly do for our members and players.

Until next month Aloha and Mahalo,

Nolan