

BUSINESS PLAN

Pickle Pro Courts LLC
2907 N. Sherman Avenue
Madison, WI 53704

Pickle Pro Courts

Pickleball, Badminton & Event Center

The Northside Town Center had a vacant space for the past 20 years where the former Kohl's Grocery Store was located. Part of the space has been leased but a remaining 14,000 sq. ft. has not found another tenant. Thus, the landlords were approached by Patrick Riha with the idea of building Indoor Pickleball and Badminton Courts, and an Event Center.

Pickleball is the fastest growing sport in the United States and across the world. The appeal is to all ages from school age children to retired adults and everyone in between. Why? Because it is easy to learn the first day, and you can become increasingly better to play socially, leagues and tournaments, clinics, etc.. Madison is home to a couple of professional pickleball players.

Pickleball is usually played outdoors on tennis courts. Pickleball is addictive. The problem is where do you play in the winter or when the weather is too windy? Rainy? Too Hot? Too Cold? There are no dedicated indoor pickleball courts in Dane County. Pickle Pro Courts will be Dane County's first dedicated indoor pickleball courts available year-round and 24/7.

Pickle Pro Courts will have an online registration system where members and non-members reserve a court time. Pricing will be \$595 for an annual membership, and \$12/session for non-members. 10-packs will be available for \$100.

The courts will also be available to rent as an event center. Several companies with work at home employees are looking for activities they can do for team building. Schools can rent the courts as a gym session.

Pickle Pro Courts will also be home to Madison's Largest Indoor JumboTron featuring a 30' LED TV to host viewing parties for sporting events, concerts, etc.

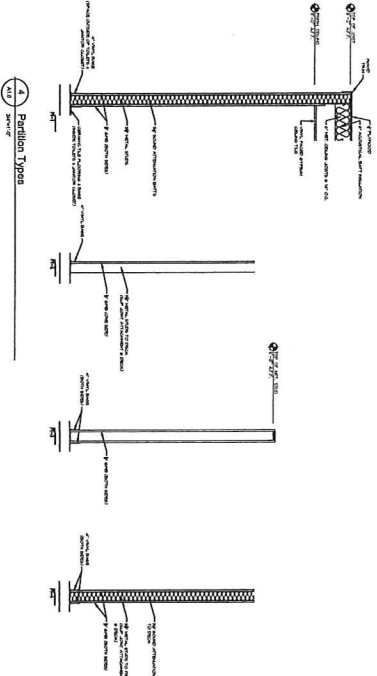
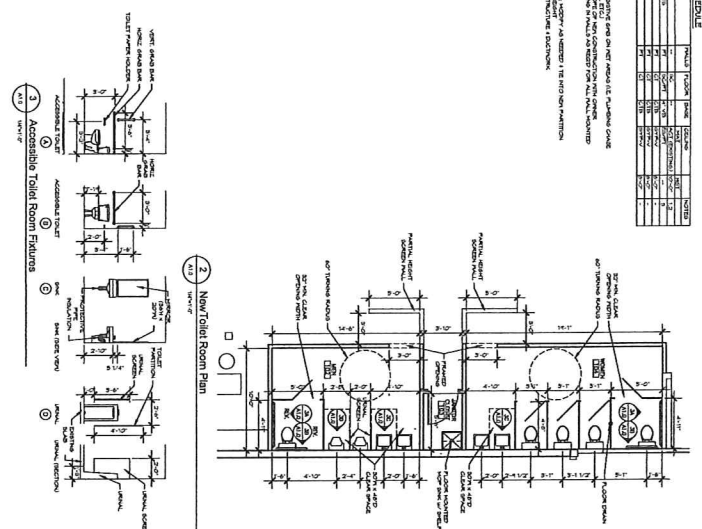
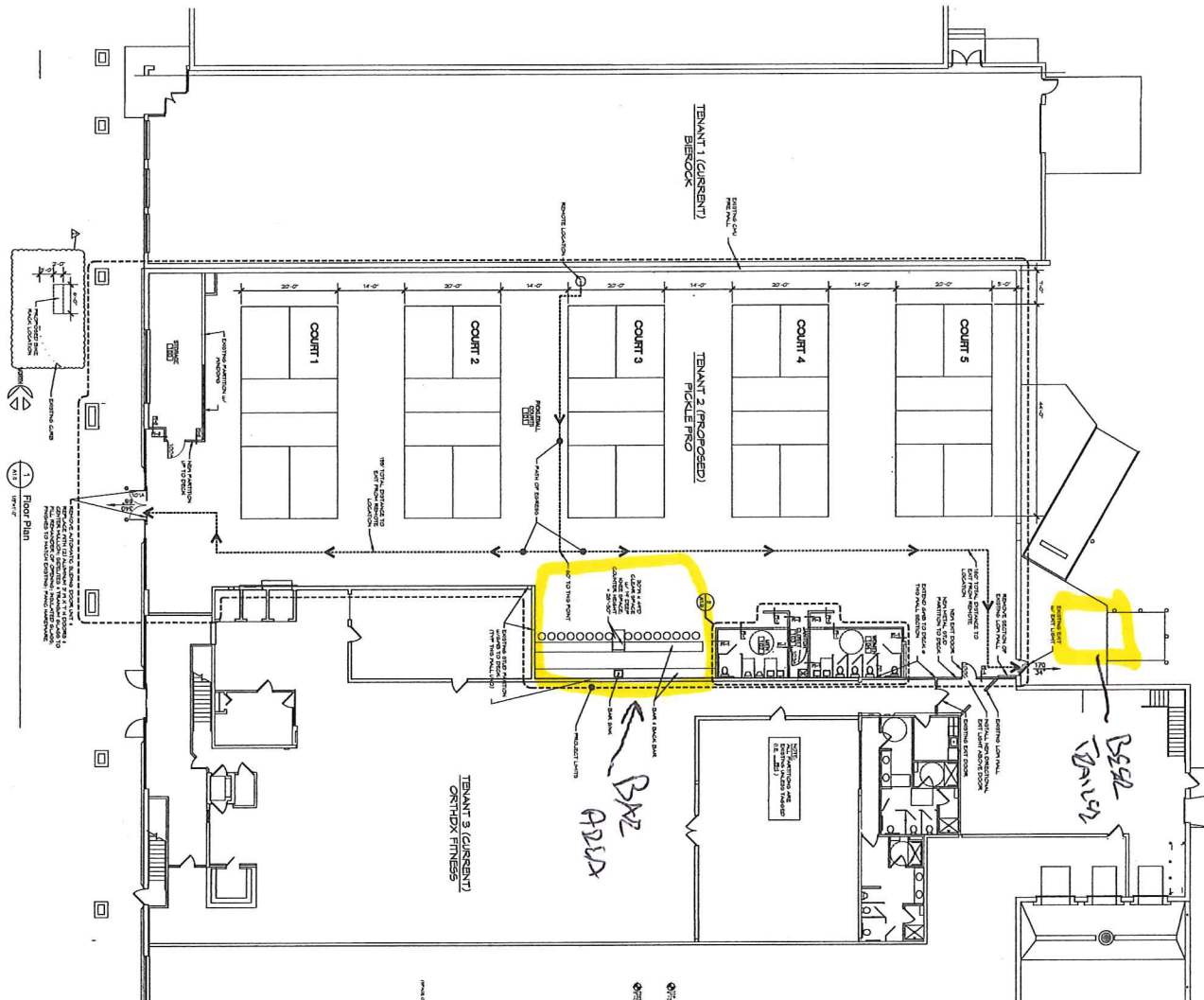
Food and Beverages will be available for special events and occasionally as the market and labor availability dictate.

Once the courts get established, monthly revenue is only anticipated to be about \$20,000/month. Special events may boost this as well as food and beverage sales.

The courts will hold a full beer and liquor license and food will be catered in from Beef Butter BBQ and potentially other approved food vendors.

REVISIONS

CONSULTANT

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SAMPLE MENU

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SAMPLE MENU

APPETIZERS:

- Smoked Pulled Pork Nachos
- Beef Butter Brisket Nachos
- Jalapeno Cheddar Bites
- House Fried Kettle Chips

MEALS:

- Beef Butter Brisket, Smoked Apple Pie Baked Beans, White Cheddar Mac N Cheese
- Smoked Pulled Pork, Smoked Apple Pie Baked Beans, White Cheddar Mac N Cheese
- Smoked Sliced Chicken Breast on a Mixed Green Salad

DESSERTS:

- Key Lime Pie
- Chocolate Chip Cookies

BEVERAGES:

- Soft Drinks
- Water
- Beer (cans)
- Wine (single serve)
- Mixed Drinks (Special Events Only)