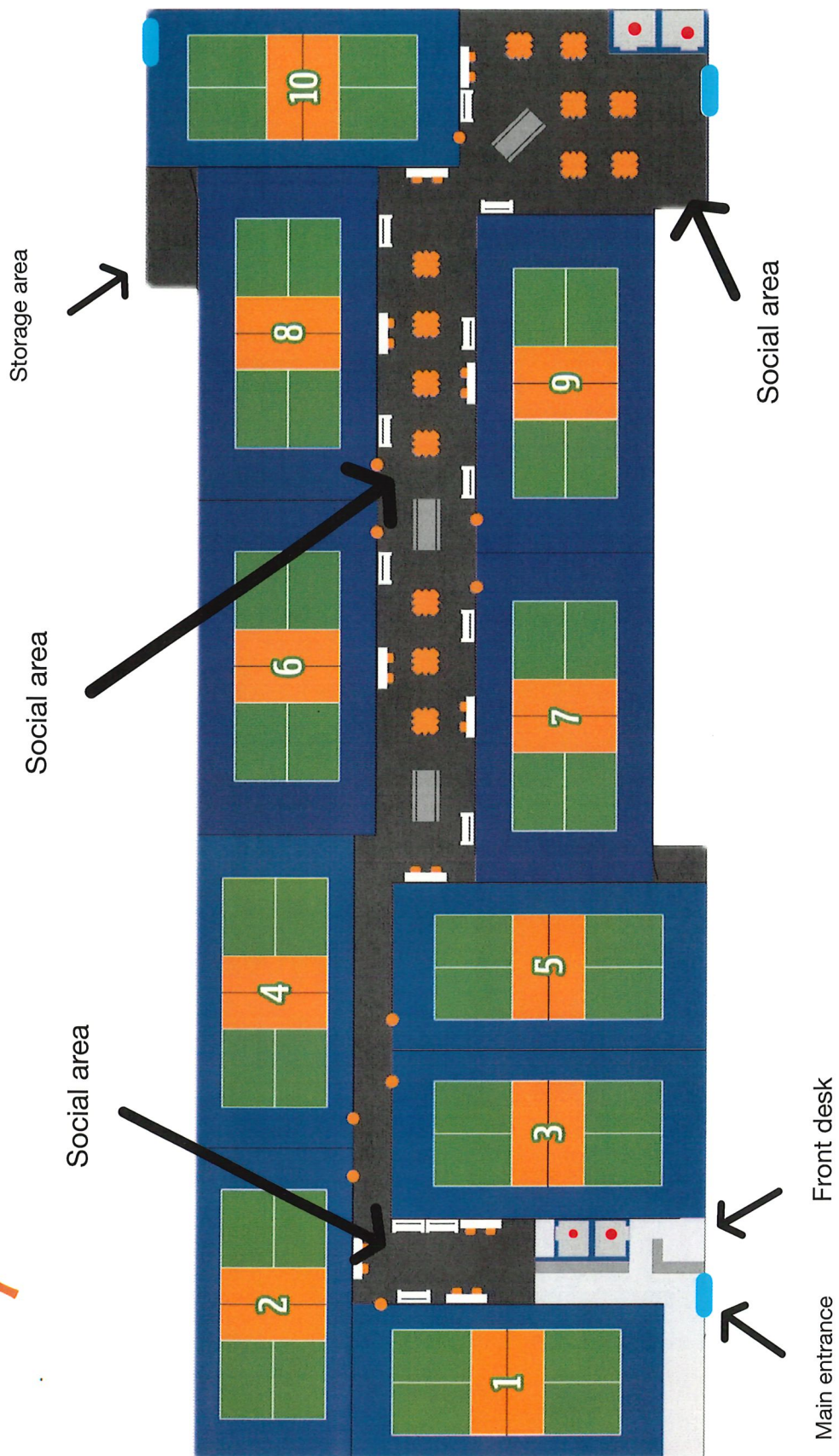




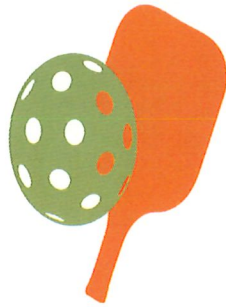
- Building exit
- Court entrance
- Restroom



Architectural plans  
available upon request

# **DILL DINKERS<sup>®</sup>**

## **PICKLEBALL**



## **Business Plan**

Class B Beer License Application

Dill Dinkers Madison

5004 Tradewinds Parkway  
Madison, WI 53718

## Company Background

Dill Dinkers Madison is a franchisee of Dill Dinkers Pickleball Clubs, owned and operated by Mike & Friends LLC. The company is led by Zach Feldman and Damon Colella, experienced operators with backgrounds in business, operations, and community building. To ensure strong local ties, the business has hired an on-site operator who is a Madison resident with community and recreational experience.

Dill Dinkers is a growing national franchise with a proven business model. Our Madison location is the 21st Dill Dinkers club to open, with hundreds more in development across the country.

## Executive Summary

Our mission is to connect people through the game of pickleball while providing a top-quality recreational and social experience.

Dill Dinkers Madison operates seven days a week, from 8 AM to 10 PM, offering year-round pickleball programming. Beer sales will be incidental to our primary business of pickleball and community programming, intended only to enhance the social aspect of play and private events.

## Business Description & Operations

**Core Offerings:** Pickleball (open plays, leagues, lessons, tournaments, court rentals, and memberships).

**Ancillary Services:** Private events, merchandise, sponsorships.

**Staffing:** The business has created 15+ local jobs, including front desk staff ("Big Dill Ambassadors"), operations managers, and coaches.

**Alcohol Storage & Service:** Beer will be stored in a refrigerated cooler behind the front desk, accessible only to trained staff. All sales will be controlled and staff-monitored. Future expansion may include taps, but service will always remain staff-controlled and never self-serve.

## Market & Community Need

Pickleball is the fastest-growing sport in the United States, and Dane County has a strong player base with limited indoor options. Our facility not only fills the need for year-round play during the winter but also provides structured, inclusive programming:

- Organized open plays where participants are matched by skill level.
- Events and leagues that are both competitive and social, with clear expectations.
- A welcoming environment where new players can learn and integrate into the community — unlike park play, which is often unstructured.

Adding beer service enhances the experience by supporting the social atmosphere before and after play and during private events.

## **Compliance & Responsible Service**

- All staff serving beer will complete Wisconsin's Responsible Beverage Server training.
- Valid ID will be required for every purchase.
- Service will be refused to intoxicated individuals.
- Beer is never permitted on courts. It may only be consumed in designated lounge and social areas of the facility.
- Alcohol sales will be controlled, limited, and secondary to pickleball programming.

## **Financial Overview**

- Dill Dinkers Madison is a privately funded franchise investment with stable revenue streams from memberships, court rentals, leagues, and events.
- Beer sales are expected to account for less than 5% of total revenue, reinforcing that alcohol is incidental and not core to the business model.
- The facility projects over \$1M annually in revenue, primarily from pickleball operations.

## **Community Benefit**

Dill Dinkers Madison is committed to serving as a community hub:

- Creation of 15+ local jobs.
- Hosting school groups, fundraisers, and charity events.
- Providing a safe, family-friendly, and inclusive environment for recreation.
- Supporting Madison's growing pickleball community by offering year-round play and organized programs.

## **Conclusion**

Dill Dinkers Madison respectfully requests approval for a Class B Beer License to responsibly serve beer in a manner that complements our core mission: building community through pickleball. We are committed to safe practices, strict compliance with all laws, and contributing positively to Madison's recreational and social offerings.