

ENCANTO PICKLEBALLERS COALITION

Public-Private Partnership

Mission

To welcome and build a community of Pickleball players of all ages and abilities at Encanto Sports Complex, including outreach to beginning players through instruction and recreational play as well as an official FitPHX destination.

Vision

We will be the model for a partnership between the City of Phoenix Parks and Recreation Department (public) and our Encanto Pickleballers Coalition (private) cooperating to make Pickleball accessible to all and meet the current need for more Pickleball Courts at Encanto Park.

Values

Our values include Sportsmanship, Inclusivity, Volunteerism, Generosity and Accountability.



Strategic Plan

The Encanto Pickleballers Coalition (EPC) desires to build a fourth pickleball court and new entrance/galley in the current “storage yard” at the Encanto Sports Complex. This project will be fully funded by the EPC with **zero** cost to the City of Phoenix or Parks and Recreation. The EPC will achieve this through:

1. Phase One: Crowdfunding initiative by individual donors.
2. Phase Two: Corporate sponsorships through windscreen and court logos (see attached renders) where companies would receive “x-amount” of sponsorship years, adhering to the Park’s sponsorship guidelines.
3. Phase Three: Tax-deductible donations and/or grants.

The cost of building a new court is \$95,000 (*post-tension court, fencing, paint and net system*).

**Additional raised funds will be used for shade structures, benches/tables, drinking fountain, new pathway, electrical/plumbing, permitting, and other costs/fees, total estimate \$135k-\$150k.*

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A Solution to a Problem

Pickleball is now the fastest-growing sport in the nation for the fifth consecutive year in a row, with 48.3 million U.S. adults (19% of the adult population) having played at least one game in the last 12 months, according to the Association of Pickleball Professionals.

Encanto Sports Complex has just three (3) courts that were converted from two tennis practice courts. Currently, Pickleball players use the tennis entrance gate to gain access to the pickleball courts and share a shade structure as well as benches, chairs and overall space.

On almost a nightly basis and on weekends, the amount of Pickleball players outnumber tennis players 8-1 and Pickleball players encroach onto the tennis courts which has caused tension and registered complaints. It's not uncommon for 20-30 people waiting upwards of 30+ minutes to play a single Pickleball match which can last anywhere from 5-15 minutes.

As strong advocates for tennis, we are not calling for the conversion of tennis courts into more Pickleball courts, instead, we propose a better solution that will both alleviate the congestion for the tennis courts and provide Pickleball players with an additional court and their own entrance, shade structures, benches, tables and a drinking fountain with a water bottle filler (see attached renders).

On the east end of the Pickleball courts lies a fenced-in area that Park Maintenance uses as temporary storage but is mostly unused and in its current condition, does not meet the standards of the rest of the park. This area could easily be converted into an additional Pickleball court while still maintaining a secure space for Park use and storage. **The existing quote for a fourth Pickleball court includes fencing for a new "truck yard" that the city/park can utilize.*

If converted, the additional court would beautify this space with a state-of-the-art Pickleball court. This court would also significantly reduce waiting times and allow opportunities for instructional Pickleball classes for those wanting to learn how to play this amazing sport. Encanto Sports Complex could also become an official FitPHX destination, providing health and wellness in the downtown Phoenix region and strengthening this community at no-cost to the tax-payers. **Building an additional Pickleball court has the blessing of the Encanto-Palmcroft Neighborhood Association.*

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The City of Phoenix currently utilizes several P3 (Public-Private Partnerships) companies in order to save tax-payer money and offer additional services (<https://www.phoenix.gov/pio/marketing-partnership-program>). One example is American Water Resources which is a warranty company that the City of Phoenix promotes in their monthly water bills. Another P3 collaboration was the recent renovation of Margaret T. Hance Park in downtown Phoenix.

In both of the examples above, the city of Phoenix was able to improve and add services for its residents at little to no additional cost to the tax payers. The EPC wants to mirror this successful program by privately raising funds to pay for the additional Pickleball court at Encanto Sports Complex. The EPC would work closely with the City of Phoenix Parks and Rec. Department.

Pickleball Caretakers

The EPC has shown a strong willingness to assist the Parks Department in several projects improving the Pickleball courts.

1. Hosted a volunteer day to paint the south wall, raising funds to pay for paint and supplies.
2. Raised funds to purchase three benches for the Pickleball courts alleviating a serious problem of not having enough places to sit or encroaching upon the tennis courts.
3. Jae Staats, through his City of Phoenix vendor account, researched and purchased three tournament-ready Pickleball net systems (reimbursed for costs) that greatly improved play.
4. The EPC hosted the very first park-sanctioned tournament of any kind at Encanto Sports Complex in the fall of 2024, putting on a very successful Pickleball tournament that was a smashing success.
5. Jae Staats and community member, Nancy Chong, were instrumental in leading the discussion and eventual re-striping of the Encanto Sports Complex parking lot (*July 2025*).

The EPC plans to continue this momentum by moving forward with fundraising for a fourth Pickleball court while working along side the Parks Department. We are confident that we can raise the funds and turn this dream into a reality that will further strengthen our community and the adjoining neighborhoods and provide equitable access to Pickleball at Encanto Sports Complex.



*site plan for fourth court with logo windscreens, shade structures, benches, tables and new entrance.



