



EXPANSION OF DAVE MARSHALL TENNIS & PICKLEBALL

Enhancing Sports Tourism in Delaware



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Lewes, DE 19958

Project Overview

With the addition of new indoor courts and a flexible indoor arena accommodating up to 500 visitors, Dave Marshall Tennis & Pickleball will become Delaware’s only large indoor facility capable of hosting professional-level tennis and pickleball events. The expansion of Delaware’s first permanent indoor pickleball courts will allow the facility to host regional tournaments, driving tourism, hotel stays, and local spending while positioning Delaware as a premier sports destination. The multi-purpose space can also support basketball, volleyball and sports training and conditioning programs. Through our partnership with the National Tennis Hall of Fame, the facility will provide exclusive access to celebrity players and Hall of Famers, delivering elite coaching and high-profile events that attract national talent, visitors, and media attention. By combining state-of-the-art facilities, inclusive programming, and measurable community and economic impact, this project establishes Sussex County as a year-round hub for sports, recreation, and tourism.

Community & Economic Impact

Fueling the pickleball and multi-sport boom, our year-round programs serve players of all ages and skill levels while fostering health, youth development, and lifelong participation. By attracting regional and national events to Sussex County, the facility drives hotel stays, dining, and local spending, boosting the local economy beyond peak tourist seasons. As Delaware’s premier sports destination, it elevates the state’s profile, strengthens community engagement, and delivers lasting social and economic benefits.

Key Highlights

- Delaware’s only indoor tennis and pickleball facility hosting professional players and high-profile events.
- Premier tournament destination that drives hotel stays, dining, and local spending.
- Exclusive access to celebrity athletes and Hall of Famers, creating marquee events that attract national participants.
- Flexible, multi-sport arena supporting year-round programs for all ages while maximizing tourism and economic impact.

Why Build More Pickleball Courts?

Pickleball is America’s fastest-growing sport, with participation up over 300% in recent years. The Mid-Atlantic is underserved—**Delaware has only 76 courts** compared to 403 in Maryland, 420 in New Jersey, and 600 in Pennsylvania—creating strong regional demand for quality facilities.

Tournaments = Tourism

Tournaments bring the money, and celebrity pros bring the people. Even small events generate hotel stays, dining, and retail revenue, while national-level talent and Hall of Famers draw fans and media, boosting Sussex County’s hospitality and tourism.

USA PickleBall Annual Report 2023



Company Background

The project is led by Dr. Dave Marshall, a Grand Slam and World Champion coach with over 30 years of experience in sports development, facility management, and event operations. His leadership includes:

- Coaching the Bryan Brothers, Jack Sock, Edoardo Roger-Vasselin, Giuliana Olmos, Kaia Kanepi, Gabriela Dabrowski, Madison Brengle, and multiple ATP & WTA professionals.
- Leadership in national and international tennis programming.
- Proven ability to deliver large-scale events, drive tourism, and manage multi-sport operations.

The Dave Marshall Tennis and Pickleball complex is a cornerstone of the Sussex County athletic landscape. With a 30-year history of developing athletes, running tournaments, coaching world champions, and providing programs for juniors, adults, seniors, and underserved communities, the facility has become one of Delaware's most productive sports tourism engines.

The complex hosts regional tournaments, monthly pickleball events, the USTA, high school and college camps, exhibitions, and showcases, generating hotel stays, dining, and retail activity that boost Sussex County's hospitality and tourism industries. The facility's new partnership with the International Tennis Hall of Fame (ITHF) will enable clinics and specialty events, bringing Hall of Fame members and national-level attention to Delaware. These programs attract out-of-state families, regional players, tennis historians, coaches, and academies, positioning Delaware as a regional leader in heritage-based sports tourism.

The facility features two indoor tennis courts (convertible to 8 pickleball courts), four dedicated indoor pickleball courts, four outdoor tennis courts, two outdoor pickleball courts, a golf simulator, professional-grade courts, modern lighting and HVAC, and ADA-compliant facilities, supporting year-round professional and community programming.

The facility partners with organizations including the Big Fish Foundation, Camp Rehoboth, the City of Rehoboth Beach, Community Bank Delaware, Delaware DNREC, local fire companies, and the YMCA to host charity tournaments, youth programs, and inclusive community events. These initiatives not only foster social impact and community engagement but also attract regional visitors, driving hotel stays, local spending, and broader economic benefits for the Rehoboth area, all while showcasing professional-level play and world-class facilities.

PROFESSIONAL PICKLEBALL PLAYERS, MEGAN FUDGE #1 IN WORLD APP, RYLER DEHEART #7 IN WORLD APP



Dave Marshall Pickleball is where we were first introduced to the sport. Dr. Dave Marshall has made his club an integral part of the community with not only tennis, but now growing the awesome game of pickleball and changing countless lives through the sport.

He developed the first indoor pickleball facility in the area and continues to grow through community-based rec play, leagues and tournaments.

When you think of pickleball in Delaware you think Dave Marshall!

Owner/Management Team



DR. DAVE
MARSHALL

Founder
Director
Pro Coach

Dr. Dave Marshall brings a rare perspective of success as both a player and coach. Over four decades, his proven, copyrighted tennis program has earned worldwide recognition for excellence in teaching. He is Delaware's only Grand Slam Champion coach.

Coaching Highlights: Dr. Dave has taught over 40,000 private lessons and countless clinics, coaching 105 state champions, 75 sectional champions, 25 USTA national champions, two US Open qualifiers, NCAA champions, an Australian Open/Wimbledon Junior Girls' finalist, six national junior champions, 150 collegiate players, and thousands of recreational students whose improved skills have enhanced their enjoyment of the game. Notably, he coached the Bryan Brothers from 2016 until their retirement in 2021, guiding them to titles at the Miami (2018 & 2019) and Monte Carlo ATP World Tour Masters 1000 events. Additionally, he coached Mike Bryan and Jack Sock to back-to-back Grand Slam Championships at Wimbledon and the US Open. He also coached Édouard Roger-Vasselin to the 2024 French Open Mixed Doubles Championship title.



MEGAN FUDGE

Pro Pickleball
Player/Instructor

Megan Fudge, currently No. 1 on the APP Tour women's doubles ranking and all-time APP medal leader, brings elite-level experience to our facility. She captured gold in Women's Pro Singles and Mixed Doubles at the 2025 U.S. Open Pickleball Championships and has competed in over 600 professional matches with a ~68% win rate. Her involvement attracts national competitors, spectators, and media attention, driving hotel stays, tourism, and local economic impact, while providing high-level coaching for players of all ages and skill levels.



RUSS RAMSEY

Investor

Mr. Ramsey is the Founder, Chairman, and CEO of Ramsey Asset Management, a hedge fund firm recognized for its disciplined investment strategies. Previously, he served as President and Co-CEO of Friedman, Billings, Ramsey Group, leading strategic growth and high-performing investment portfolios. With decades of experience in asset management and capital markets, Mr. Ramsey combines financial expertise with visionary leadership, making him a trusted authority in investment strategy and organizational development.

The facility employs a number of professional instructors and guest athletes that support daily programming, high-level training, and special events throughout the year.



**Marty
Rudolph**
INVESTOR



**Harold E.
Dukes, Jr.**
INVESTOR



**Jordan
Marshall**
CO-OWNER
ARMY VETERAN



Ryler Deheart
GUEST PRO
PICKLEBALL PLAYER
INSTRUCTOR



**Dave
Macpherson**
GUEST TENNIS
INSTRUCTOR



**Don
Heim**
TENNIS &
PICKLEBALL
INSTRUCTOR

Business Need for Project

Delaware's growing pickleball demand requires modern tournament-ready facilities to boost tourism, events, and economic impact.

The Delaware beaches community has experienced a surge in demand for recreational and sports facilities, driven largely by the rapid growth of pickleball. This popularity engages local players, attracts visitors, and drives economic activity by supporting local businesses, increasing tourism, and raising the region's profile as a sports destination.

Despite this growth, **Delaware currently lacks indoor venues capable of hosting tournament-style events with elite athlete access.** Without modern facilities and professional partnerships, the state misses opportunities to capture significant sports tourism revenue, hotel stays, and out-of-state visitor spending.

Expanding multi-sport facilities with elite partnerships will:

- Add 12 new courts to increase overall capacity host regional and media-worthy events
- Multi-sport use facilities to include indoor basketball and volleyball courts
- Attract professional athletes, celebrity pros, and families seeking elite coaching and opportunities
- Support year-round sports tourism through partnerships like the International Tennis Hall of Fame
- Establish Delaware as a regional leader in tennis and pickleball sports

Our Sussex County facility, designed with 12 indoor courts, is ideal for regional events, typically drawing a couple hundred athletes and supporting spectators and families over two to three days. **Industry guidance confirms that venues with 12–18 courts can comfortably host multiple multi-day events annually.**

With Dr. Dave Marshall's decades of **coaching experience and connections to professional players**, the facility is uniquely positioned to offer access to elite talent, raise event prestige, and **deliver economic and tourism benefits** beyond what any other regional facility can provide.



RUSS HUXTABLE



DELAWARE STATE SENATOR
DISTRICT 6

This project represents one of the most impactful and strategically valuable sports-tourism investments the state of Delaware can make.



Project Impact Report - Economic Impact of Pickleball Events

The Tournament Capacity and Economic Impact chart compares the estimated economic impact of small and medium-sized regional tournaments. It shows how increasing tournament capacity—**through more courts, participants, and spectators—translates into greater hotel room nights**, visitor spending, and tax revenue. These projections highlight the significant tourism and economic benefits that our facility can generate for the local community.

Tournament Capacity & Economic Impact Comparison

Category	Small Event	Medium Event
Courts Required	6 courts	10 court minimum
Length of Stay	4 days	3 days
Participants (Athletes)	109	300
Spectators	55	150
% Local Attendees	40%	30%
Event Reach	Regional	Regional
Total Room Nights	200	330
ADR (Avg. Daily Rate)	\$ 129.00	\$ 179.00
National Visitor Spend/Day	\$ 143.60	\$ 143.60
Regional Visitor Spend/Day	\$ 79.00	\$ 79.00
Lodging Tax (5%)	\$ 1,290.00	\$ 2,953.50
Sales Tax	\$ 1,806.00	\$ 4,134.90
Total Visitor Spending	\$ 31,094.40	\$ 74,655.00
Total Taxes Generated	\$ 3,096.00	\$ 7,088.40
Total Economic Impact	\$ 34,190.40	\$ 81,743.40

\$81,743

in business sales through
hotel stays, food, etc.
for ONE event

Notes & Assumptions

Chart provided by the North Platte Area Sports Commission, a division of Visit North Platte which developed this estimate by using the **Event Impact Spending Calculator** developed by **Huddle Up Group**, a Sports Tourism Consulting agency. North Platte is located in Nebraska. Sales tax will not be included in our estimates.

Project Impact Report - Comparison of Regional Pickleball Events

Pickleball tournaments consistently generate measurable tourism and economic activity, even at the regional level. The following examples draw from publicly reported event data and industry-standard estimates for similar mid-size tournaments. These benchmarks illustrate the scale of hotel room nights, and overall economic impact that 10–22 court facilities produce across the nation.

REGIONAL COMPARABLE PICKLEBALL EVENTS

Courts	Tournament Name	Players	Spectators	Total	Days	Total Hotel Room Nights	ADR	Estimated Local Economic Impact	Location	Date
10	Madtown Pickleball Open Wyndham Hills Park	407	~1,000	~1407	3	2,532	\$120	~\$303,840	Sun Prairie / Madison, WI	July 11–13
12	Edwardsville PPA Challenger	500	~1,200	~1,700	3	3,060	\$150	~\$459,000	Edwardsville, IL	August 1-3
16	Fairfield & Suisun Valley PPA Challenger	200	~500	~700	3	1,260	~\$150	~\$189,000	Fairfield, CA	August 22-24
18	Eau Claire / Wisconsin PPA Challenger	330	~900	~1,230	3	2,214	\$130	~\$287,820	Lake Hallie, WI	July 24-27
22	Punta Gorda PPA Challenger **	532	~1,500	~2,032	3	2,400	\$103	\$ 400,000	Punta Gorda, FL	May 23-25

Notes & Assumptions

Participant counts include spectators and families and assumes 40% of participation is local.

Mid-range hotel rooms were based on seasonal pricing and market benchmarks for 3-star properties in the local area. Priceline.com

Economic impact ratio is based on typical ratios for **regional** tournaments based on the chart provided by the North Platte Area Sports Commission, a division of Visit North Platte which developed this estimate by using the **Event Impact Spending Calculator developed by Huddle Up Group**, a Sports Tourism Consulting agency and the event reports and published sources from the PPA Punta Gorda Challenger.

Participants - 40% local x Days = Total Room Nights x Avg Hotel Cost x Number of events = EEI.

National and regional daily average spending not included. State, local and municipal taxes not included in this data since it varies from state to state.

<https://www.natja.org/press-releases/professional-pickleball-comes-to-punta-gorda-as-part-of-the-inaugural-season-of-the-ppa-challenger-series-powered-by-joola/>

Project Impact Report - Dave Marshall Pickleball Events

The following table highlights pickleball events at Dave Marshall Tennis and Pickleball, including regional tournaments, weekend camps, and professional exhibition and fantasy camps with top pros such as Megan Fudge and Ryler Deheart. These events generate hotel room nights and local spending, using industry-standard benchmarks for attendance and out-of-town participation. The facility is currently at capacity, but with expanded courts and space, we could host larger tournaments, celebrity-pro showcases, and multi-day camps—further boosting tourism, hotel stays, and regional economic impact.

DAVE MARSHALL PICKLEBALL EVENTS

Targeted Event	Participants	Days	Total Room Nights	ADR	Total Before Tax	State and Local Tax 8.8 %	Total w Tax	Events Per Year	Estimated Local Economic Impact
Pickleball - Regional Tournaments	~250	2	300	\$ 150	\$ 45,000	\$ 3,960	\$ 48,960	4	\$ 195,840
Pickleball - Palooza Pro TBD	~500	2	600	\$ 150	\$ 90,000	\$ 7,920	\$ 97,920	1	\$ 97,920
Pickleball - Weekend Camps	24	2	28	\$ 150	\$ 4,200	\$ 370	\$ 4,570	20	\$ 91,400
Pickleball - Pro Megan Fudge Exhibition and Fantasy Camp	~250	2	300	\$ 150	\$ 45,000	\$ 3,960	\$ 48,960	1	\$ 48,600
Pickleball - Pro Ryler Deheart Exhibition and Fantasy Camp	~250	2	300	\$ 150	\$ 45,000	\$ 3,960	\$ 48,960	1	\$ 48,600

Notes & Assumptions

Participant counts includes spectators and families and assumes 40% of participation is local.

Mid-range hotel rooms in Lewes, DE typically range around \$150 per night, based on seasonal pricing and market benchmarks for 3-star properties in the area. Priceline.com

Economic impact ratio is based on typical ratios for **regional** tournaments based on the chart provided by the North Platte Area Sports Commission, a division of Visit North Platte which developed this estimate by using the **Event Impact Spending Calculator developed by Huddle Up Group**, a Sports Tourism Consulting agency and the event reports and published sources from the PPA Punta Gorda Challenger.

Participants - 40% local x Days = Total Room Nights x Avg Hotel Cost x 8.8% state and local tax x Number of events = EEI

National and regional daily average spending not included.

State and local taxes included at 8.8%

TOTAL
\$482,360

Project Impact Report - Economic Impact of a Tennis Event

Tennis showcase events featuring top professional and celebrity players draw large crowds and generate significant local economic impact through hotel stays, dining, and retail spending. Coupled with our partnership with the Tennis Hall of Fame, we can secure high-profile stars and offer pre- and post-event clinics, encouraging longer hotel stays and greater regional spending. While these showcases are larger than what we can host, they serve as an example of the revenue and tourism impact that high-profile tennis stars can bring to town. The accompanying chart illustrates the economic benefit.

Event	Location	Spectators	Courts	Days	Total Hotel Room Nights	ADR	Estimated Local Economic Impact
Charlotte Invitational	Charlotte, NC	16,194	1	1	9,716	\$ 175	\$ 4,400,000
Racquet at the Rock	Newark, DE	~15,000	1	1	~300	\$ 175	\$ 1,575,000
Miami Invitational	Miami, FL	~15,000	1	1	~400	\$ 175	\$ 1,575,000

Notes & Assumptions

Participant counts includes spectators and families and assumes 40% of participation is local.

Mid-range hotel rooms in urban areas typically range around \$175 per night, based on seasonal pricing and market benchmarks for 3-star properties in the area. Priceline.com

Economic impact ratio based on typical ratios for regional tournaments provided by the North Platte Area Sports Commission, a division of Visit North Platte which developed this estimate by using the **Event Impact Spending Calculator developed by Huddle Up Group**, a Sports Tourism Consulting agency.

Spectators - 40% local = Total Room Nights x ADR = EEI

National and regional daily average spending not included. State, local and municipal taxes not included in this data since it varies from state to state.

For Charlotte, the \$4.4 million figure comes from reported estimates for the 16,194 spectators and includes local economic impact which includes lodging, meals, transport, and minor local spending.

Newark and Miami figures are estimates, as no official post-event economic impact reports have been released.

Project Impact Report - Dave Marshall Tennis Events

The following table highlights the types of tennis events Dave Marshall Tennis and Pickleball will host at our facility, ranging from professional exhibitions and fantasy camps to regional tournaments and multi-day summer programs. Using industry-standard benchmarks for attendance and out-of-town participation, these estimates demonstrate the potential economic impact for the Lewes community through hotel room nights, though they do not include ancillary expenses such as retail or dining. Together, these events showcase how the facility can drive tourism, increase revenue, and support a vibrant local tennis community.

DAVE MARSHALL TENNIS EVENTS

Targeted Event	Participants	Days	Total Hotel Room Nights	ADR	Total Before Tax	State and Local Tax at 8.8 %	Total w Tax Year	Events Per Year	Estimated Local Economic Impact
Tennis - International Tennis Hall of Fame Clinics	~250	2	300	\$ 150	\$ 45,000	\$ 3,960	\$ 48,960	4	\$ 195,840
Tennis - Pro Exhibition	~500	1	600	\$ 150	\$ 90,000	\$ 7,920	\$ 97,920	1	\$ 97,920
Tennis - High Performance Tennis Week Camp	60	4	144	\$ 150	\$ 21,600	\$ 1,901	\$ 23,501	4	\$ 94,004
Tennis - USTA Tennis Events	20	2	24	\$ 150	\$ 3,600	\$ 317	\$ 3,917	16	\$ 62,672
Tennis Pro Tennis / Bryan Brothers Exhibition	~200	2	240	\$ 150	\$ 36,000	\$ 3,168	\$ 39,168	1	\$ 39,168

TOTAL
\$489,604

Notes & Assumptions

Participant counts includes spectators and families and assumes 40% of participation is local.

Mid-range hotel rooms in Lewes, DE typically range around \$150 per night, based on seasonal pricing and market benchmarks for 3-star properties in the area. Priceline.com

Economic impact ratio is based on typical ratios for **regional** tournaments based on the chart provided by the North Platte Area Sports Commission, a division of Visit North Platte which developed this estimate by using the **Event Impact Spending Calculator developed by Huddle Up Group**, a Sports Tourism Consulting agency and the event reports and published sources from the PPA Punta Gorda Challenger.

Participants - 40% local x Days = Total Room Nights x Avg Hotel Cost x 8.8% state and local tax x Number of events = EEI

National and regional daily average spending not included.

State and local taxes included at 8.8%

EXPANSION OF DAVE MARSHALL TENNIS & PICKLEBALL

Existing Tourism-based Events and Targeted Events

Existing Event	Participants	Days	Total Hotel Room Nights	ADR	Total Before Tax	State and Local Tax at 8.8 %	Total w Tax	# of Events / Year	Estimated Local Economic Impact
USTA Tournaments & Leagues	300+	2	360	\$ 150	\$ 54,000	\$ 4,752	\$ 58,752	1	\$ 58,752
Big Fish Foundation Tennis & Pickleball Weekends	200	2	240	\$ 150	\$ 36,000	\$ 3,168	\$ 39,168	3	\$ 39,168
Bryan Brothers Camp	200	2	240	\$ 150	\$ 36,000	\$ 3,168	\$ 39,168	1	\$ 39,168
La Red Health Center Events	200	2	240	\$ 150	\$ 36,000	\$ 3,168	\$ 39,168	1	\$ 39,168
Cape Gazette / Harry K Foundation	300	1	180	\$ 150	\$ 27,000	\$ 2,376	\$ 29,376	1	\$ 29,376
YMCA Charity Events	200	Mostly Local	-	-	-	-	-	1	-
Democratic RD 20 Fundraisers	150	Mostly Local	-	-	-	-	-	2	-
CAMP Rehoboth Charity Events	150	Mostly Local	-	-	-	-	-	1	-
Sleepaway Camps (Marshall-Brengle)	~100	Mostly Local	-	-	-	-	-	1	-
Monthly Pickleball Tournaments	~100	Mostly Local	-	-	-	-	-	12	-
Fire Company Pickleball Tournaments	100+	Mostly Local	-	-	-	-	-	1	-
Community Resource Center Events	~100	Mostly Local	-	-	-	-	-	1	-
First Responder Events	100+	Mostly Local	-	-	-	-	-	1	-
Holiday Tournaments & Seasonal Events	Varies	Mostly Local	-	-	-	-	-	1	-
College Matches (DSU & Washington College)	Varies	Mostly Local	-	-	-	-	-	4	-
Daily Visitation	200	Mostly Local	-	-	-	-	-	Daily	-
Targeted Event	Participants	Days	Total Hotel Room Nights	ADR	Total Before Tax	State and Local Tax at 8.8 %	Total w Tax	# of Events / Year	Estimated Local Economic Impact
Pickleball - Regional Tournaments	~250	2	300	\$ 150	\$ 45,000	\$ 3,960	\$ 48,960	4	\$ 195,840
Pickleball - Palooza Pro TBD	~500	2	600	\$ 150	\$ 90,000	\$ 7,920	\$ 97,920	1	\$ 97,920
Pickleball - Weekend Camps	24	2	28	\$ 150	\$ 4,200	\$ 370	\$ 4,570	20	\$ 91,400
Pickleball - Pro Megan Fudge Exhibition and Fantasy Camp	~250	2	300	\$ 150	\$ 45,000	\$ 3,960	\$ 48,960	1	\$ 48,600
Pickleball - Pro Ryler Deheart Exhibition and Fantasy Camp	~250	2	300	\$ 150	\$ 45,000	\$ 3,960	\$ 48,960	1	\$ 48,600
Tennis - International Tennis Hall of Fame Clinics	~250	2	300	\$ 150	\$ 45,000	\$ 3,960	\$ 48,960	4	\$ 195,840
Tennis - Pro Exhibition	~500	1	600	\$ 150	\$ 90,000	\$ 7,920	\$ 97,920	1	\$ 97,920
Tennis - High Performance Tennis Week Camp	60	4	144	\$ 150	\$ 21,600	\$ 1,901	\$ 23,501	4	\$ 94,004
Tennis - USTA Tennis Events	20	2	24	\$ 150	\$ 3,600	\$ 317	\$ 3,917	16	\$ 62,672
Tennis Pro Tennis / Bryan Brothers Exhibition	~200	2	240	\$ 150	\$ 36,000	\$ 3,168	\$ 39,168	1	\$ 39,168
Basketball Tournament	~100	2	180	\$ 150	\$ 27,000	\$ 2,376	\$ 29,376	4	\$ 117,504
Volleyball Tournament	~100	2	180	\$ 150	\$ 27,000	\$ 2,376	\$ 29,376	4	\$ 117,504

Notes & Assumptions

Participant counts includes spectators and families and assumes 40% of participation is local.

Mid-range hotel rooms in Lewes, DE typically range around \$150 per night, based on seasonal pricing and market benchmarks for 3-star properties in the area. Priceline.com

Economic impact ratio is based on typical ratios for **regional** tournaments based on the chart provided by the North Platte Area Sports Commission, a division of Visit North Platte which developed this estimate by using the **Event Impact Spending Calculator developed by Huddle Up Group**, a Sports Tourism Consulting agency and the event reports and published sources from the PPA Punta Gorda Challenger.

Participants - 40% local x Days = Total Room Nights x Avg Hotel Cost x 8.8% state and local tax x Number of events = EEI

National and regional daily average spending not included.

State and local taxes included at 8.8%

Wow!
TOTAL
\$1,206,972

Competitive Advantage



WHERE COMMUNITY, COMPETITION, AND CHAMPIONS MEET

RIISING DEMAND

Dave Marshall Tennis & Pickleball meets growing local and national pickleball demand, with 5,000+ active players and a 25,000-member mailing list. The rebuilt facility can host up to 500 visitors, supporting regional tournaments, year-round programs, and community events.

PROVEN EXCELLENCE

Under Dr. Dave Marshall, an award-winning coach, the facility has cultivated a loyal following and earned a stellar reputation. Unlike other regional “pickleball” facilities that do not own their land or have delayed construction, this facility has a proven history of operations, ownership, and delivery.

PRO PARTNERSHIPS

The facility attracts players of all levels while hosting elite pickleball pros, including Megan Fudge, and top tennis talent like Madison Brengle and the Bryan Brothers. Our new partnership with the Tennis Hall of Fame will bring big names to Delaware.

COMPETITIVE EDGE

Delaware’s only large, flexible indoor multi-sport arena offering year-round programming. **Provides direct access to celebrity players, Hall of Famers, and professional pickleball athletes, a feature unmatched by other regional facilities.**

Source of Funding



Wm. Jack Riddle
President
16982 Kings Highway
Lewes, DE 19958
jack.riddle@Communitybankdelaware.com

December 11, 2025

David H. Marshall
18760 Crimson Road
Rehoboth Beach, DE 19971

RE: Sandie, LLC / ta Dave Marshall Tennis & Pickleball

Confidential

Dear. Dr. Marshall,

If you have any questions, call me at 302-348-8604 (office) or 302-249-9900 (cell)

Sincerely,

Wm. Jack Riddle
President

Project Budget

1. Construction Costs	Estimated Costs	
	LOW	HIGH
Building	\$ 600,000	\$ 1,500,000
Total for Building	\$ 600,000	\$ 1,500,000
Pickleball Courts		
Site preparation and grading	\$ 50,000	\$ 100,000
Court construction (indoor surface material)	\$ 275,000	\$ 500,000
Fencing and net systems	\$ 50,000	\$ 100,000
Lighting	\$ 100,000	\$ 200,000
Total for Pickleball Courts	\$ 475,000	\$ 900,000
Basketball/Volleyball Court		
Court construction (indoor surface material)	\$ 50,000	\$ 150,000
Hoops, nets, and other equipment	\$ 10,000	\$ 20,000
Lighting	\$ 20,000	\$ 50,000
Total for Basketball/Volleyball Court	\$ 80,000	\$ 220,000
Outdoor Pool		
Construction	\$ 125,000	\$ 180,000
Pool Equipment	\$ 40,000	\$ 50,000
Total for Outdoor Pool	\$ 165,000	\$ 230,000
Golf Simulator		
Simulator Equipment and Software	\$ 60,000	\$ 75,000
Room Construction or modification	\$ 10,000	\$ 30,000
Total for Outdoor Pool	\$ 70,000	\$ 105,000
2. Equipment and Amenities		
HVAC	\$ 60,000	\$ 200,000
Seating and Benches	\$ 300	\$ 10,000
Restrooms/Locker Rooms	\$ 40,000	\$ 100,000
Landscaping and Beautification	\$ 20,000	\$ 50,000
Parking Lot Expansion	\$ 10,000	\$ 50,000
Signage and Wayfinding	\$ 5,000	\$ 10,000
Total for Equipment	\$ 135,300	\$ 420,000
3. Operational Costs (Annual)		
Staffing (coaches, maintenance, etc.)		\$ 300,000
Marketing and Promotion		\$ 150,000
Insurance and Permits		\$ 30,000
Utility Costs (lighting, heating, etc.)		\$ 30,000
Total for Operational Costs		\$ 510,000
4. Contingency		
Contingency Fund (7.5-10% of total budget)	\$ 150,000	\$ 400,000
Total Estimated Budget	\$ 2,185,300	\$ 3,775,000

*The budget is only a preliminary estimate, and the exact figures will depend on factors such as contractor bids, material costs, and any unforeseen expenses that may arise during the project.

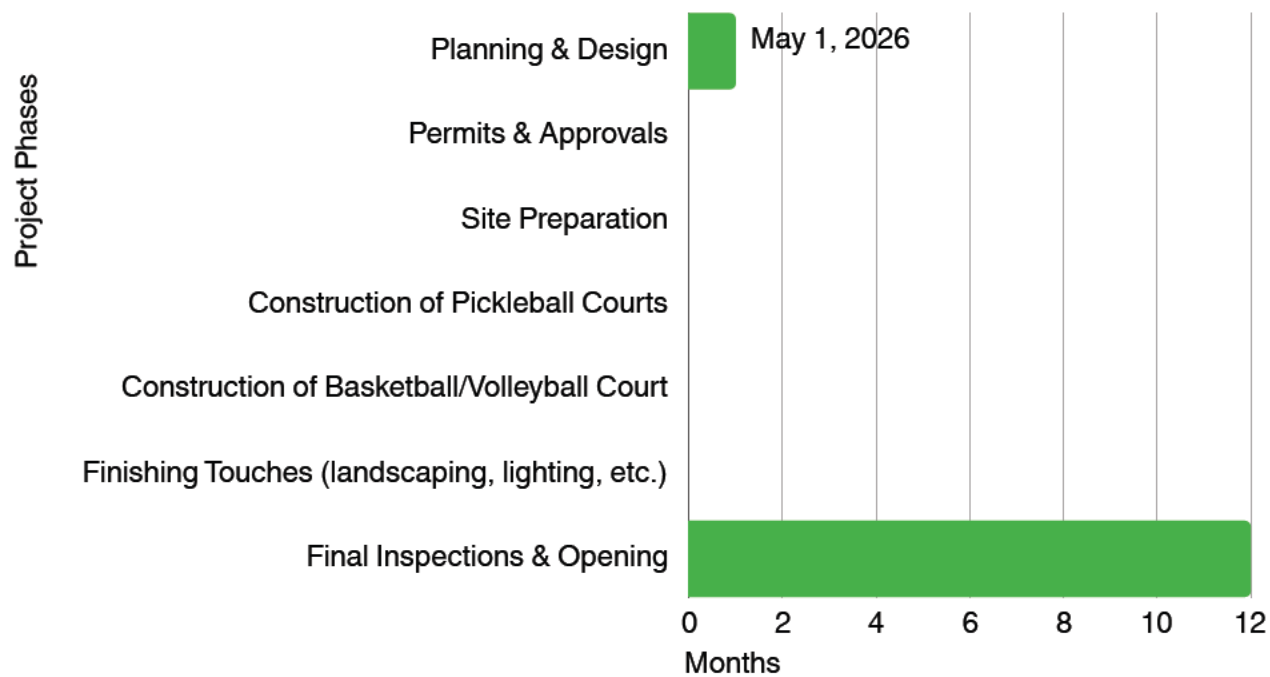
Financial Projections

REVENUE	2025	2026	2027	2028	2029	2030
Pickleball Open Play	\$ 416,000	\$ 416,000	\$ 436,800	\$ 436,800	\$ 445,120	\$ 454,022
Pickleball Leagues	\$ 36,000	\$ 36,000	\$ 37,800	\$ 37,800	\$ 38,520	\$ 39,290
Pickleball Tournaments	\$ 50,000	\$ 51,000	\$ 52,020	\$ 53,060	\$ 54,122	\$ 55,204
Basketball Leagues/Tournaments	\$ 46,000	\$ 46,920	\$ 47,858	\$ 48,816	\$ 49,792	\$ 50,788
Volleyball Leagues/Tournaments	\$ 46,000	\$ 46,920	\$ 47,858	\$ 48,816	\$ 49,792	\$ 50,788
Corn Hole Tournament	\$ 6,000	\$ 6,120	\$ 6,242	\$ 6,367	\$ 6,495	\$ 6,624
Tennis/ Pickleball Special Events (Tennis Pro Exhibition/Annual PicklePalooza)	\$ 60,000	\$ 61,200	\$ 62,424	\$ 63,672	\$ 64,946	\$ 66,245
USTA Tournaments	\$ 30,000	\$ 30,600	\$ 31,212	\$ 31,836	\$ 32,473	\$ 33,122
Golf Simulator	\$ 30,000	\$ 30,600	\$ 31,212	\$ 31,836	\$ 32,473	\$ 33,772
Clinics, Lessons, et al.	\$ 150,000	\$ 153,000	\$ 156,060	\$ 159,181	\$ 162,365	\$ 165,612
TOTAL	\$ 870,000	\$ 878,360	\$ 909,487	\$ 918,185	\$ 936,097	\$ 955,468
EXPENSES	2025	2026	2027	2028	2029	2030
Lights/HVAC	\$ 40,000	\$ 40,000	\$ 42,000	\$ 42,000	\$ 42,800	\$ 43,656
Staffing	\$ 160,000	\$ 163,200	\$ 166,464	\$ 169,793	\$ 173,189	\$ 176,653
Maintenance	\$ 40,000	\$ 40,000	\$ 42,000	\$ 42,000	\$ 42,800	\$ 43,656
Equipment	\$ 25,000	\$ 25,000	\$ 26,250	\$ 26,250	\$ 26,750	\$ 27,285
Miscellaneous	\$ 50,000	\$ 50,000	\$ 52,500	\$ 52,500	\$ 53,500	\$ 54,570
Insurance	\$ 40,000	\$ 40,000	\$ 42,000	\$ 42,000	\$ 42,800	\$ 43,656
Trophies	\$ 2,000	\$ 2,040	\$ 2,081	\$ 2,122	\$ 2,165	\$ 2,208
Tee Shirts	\$ 10,000	\$ 10,000	\$ 10,500	\$ 10,500	\$ 10,700	\$ 10,914
Ads (TV, Radio, Print Online)	\$ 100,000	\$ 100,000	\$ 105,000	\$ 105,000	\$ 107,000	\$ 109,140
Promotion By Downs Hotels	\$ 40,000	\$ 40,000	\$ 42,000	\$ 42,000	\$ 42,800	\$ 43,656
Celebrity Clinic	\$ 30,000	\$ 30,000	\$ 31,500	\$ 31,500	\$ 32,100	\$ 32,742
Rest Buy Downs	\$ 35,000	\$ 35,000	\$ 36,750	\$ 36,750	\$ 37,450	\$ 38,199
Charity	\$ 20,000	\$ 20,000	\$ 21,000	\$ 21,000	\$ 21,400	\$ 21,828
TOTAL	\$ 592,000	\$ 595,240	\$ 620,045	\$ 623,416	\$ 635,454	\$ 648,163

*The budget is based on realistic and conservative estimates, It is the reality of having been in the tennis business for 40+ year and pickleball for 12 years.

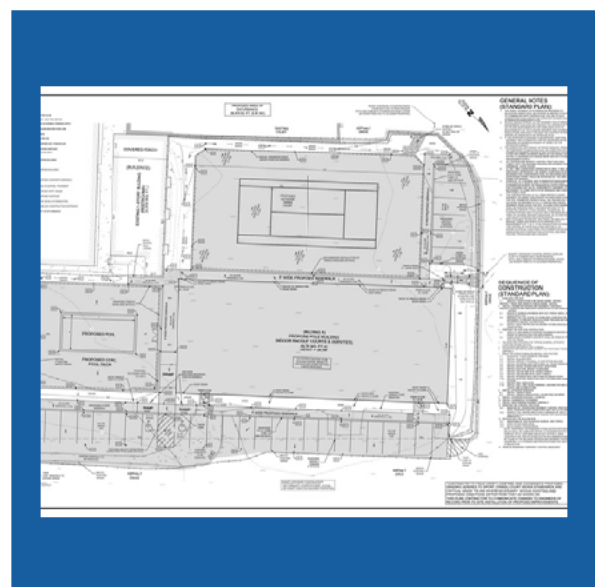
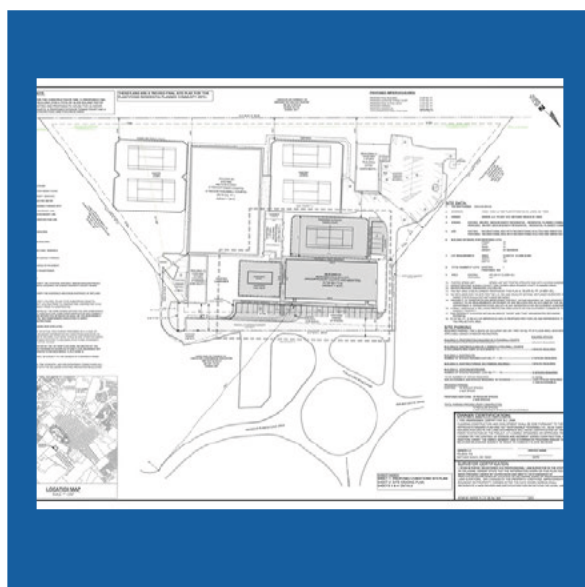
Proposed Timeline

Expansion of Dave Marshall Tennis & Pickleball



*The estimated timeline for the project is approximately 12 months from start to completion. However, this is only a preliminary estimate, and the exact timeline will depend on factors such as contractor availability and potential supply chain issues.

Architectural Renderings



Letter of Support (1 out of 5)

RUSS HUXTABLE
STATE SENATOR
6th District



SENATE
STATE OF DELAWARE
411 LEGISLATIVE AVENUE
DOVER, DELAWARE 19901

COMMITTEES
Agriculture, Chair
Environment, Energy &
Transportation, Vice-Chair
Housing & Land Use, Vice-Chair
Executive
Health & Social Services
Legislative Oversight & Sunset
Veterans Affairs

November 25, 2025

RE: Letter of Support for Dave Marshall's Delaware Sports Tourism Grant Application

Dear Delaware Sports Tourism Grant Application Review Committee,

I am writing to express my support for Dave Marshall's application for funding through the Delaware Sports Tourism Grant Program. This project represents one of the most impactful and strategically valuable sports-tourism investments the State of Delaware can make.

Dave Marshall is not only one of the most accomplished racquet-sports coaches in our state—he is someone who consistently gives back to the community through charity events, youth programs, and accessible opportunities for local families. He is the only coach in Delaware to have coached players to all four Grand Slam titles in tennis, including multiple teams and individuals who reached World No. 1. Most recently, he helped guide Megan Fudge to a Grand Slam title in pickleball and the World No. 1 ranking, demonstrating success across two of the world's fastest-growing sports. His achievements bring national and international visibility to Sussex County and the State of Delaware. Dave's program is already a proven driver of sports activity and visitation, with his facility welcoming about 200 participants per day, year-round, including athletes and families who travel specifically for his high-level coaching and competitive environment.

The proposed project—to retrofit the indoor club with a state-of-the-art multi-sport court system—advances Delaware's sports-tourism goals by enabling multiple sports to be played simultaneously and dramatically improving facility efficiency. This upgrade will expand capacity, draw larger tournaments, boost visitor traffic, and generate significant economic benefits, while Dave's new partnership with the International Tennis Hall of Fame further strengthens Delaware's regional and national visibility.

For these reasons, I strongly support approval of this grant request, as Dave Marshall's long-standing commitment to excellence and service has already elevated sports in Sussex County, and this retrofit will only amplify that impact for years to come. If you have any questions, please feel free to contact me at russell.huxtable@delaware.gov or (302)-744-4136.

Sincerely,

A handwritten signature in black ink, appearing to read 'Russ Huxtable'.

Russell Huxtable
Delaware State Senator
District 6



Letter of Support (2 out of 5)

Representative Peter C. Schwartzkopf
411 Legislative Ave.
Dover, DE 19901

Peter.Schwartzkopf@delaware.gov
302-744-4351



House of Representatives
State of Delaware

Committees
Judiciary
Revenue & Finance
Veterans Affairs

September 9, 2024

To Whom It May Concern:

I am writing this letter to express my strong support for the owners of Dave Marshall Tennis and Pickleball, Dave Marshall and Hal Dukes, in their request for grant funding through the Sports Tourism Capital Investment Fund. Both Marshall and Dukes have deep family roots in this area, stretching back for hundreds of years. Dukes is the owner of the successful Adams Beach Front Hotel and serves as the managing partner at Tunnell and Raysor Law Firm. Marshall is a world-renowned tennis and pickleball coach who has been generating tourism for our area since 1988. He began by transforming Sea Colony Tennis into a national powerhouse and has since established his own club, which has become a hub for both tennis and pickleball in Southern Delaware.

Dave Marshall and Hal Dukes already host tennis and pickleball tournaments and clinics that attract thousands of visitors to our region each year. In addition to these events, they bring in world-famous players like the Bryan Brothers, Megan Fudge, and Ryler DeHeart to conduct clinics. They also have plans to host future APP-sponsored pickleball tournaments. Over the years, they have been the go-to organizers for fundraising tournaments benefiting political parties, candidates, schools, the Y, local fire companies, Camp Rehoboth, and many other organizations.

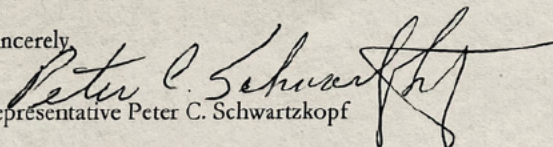
As you consider allocating these funds, there are fundamental questions to consider: Will the recipients of these funds be in this area for the long term? Will they be able to maintain a flexible business model that adapts over time? Are they experts? Are they financially stable and trustworthy? Do they have a proven track record?

I firmly believe that they meet all these criteria. They are lifelong residents of this area with no plans to relocate. They own their property and their business is a successful and well-known entity both regionally and nationally. Marshall's expertise as a world-famous coach is recognized, as he has appeared on television during major tournaments and has won prestigious titles such as Wimbledon and the US Open. They excel at attracting visitors, hosting tournaments, clinics, and celebrity events in Southern Delaware. This is the business they have been engaged in for the past 40 years.

With a network of over 25,000 contacts, they are actively collaborating with Walmart for an upcoming Break the Love Pickleball event at George Washington University on September 14th, which is expected to draw around 3,000 attendees in a single day. They have proof of concept: they already have indoor courts, successfully run events, and operate profitably. They have demonstrated their ability to drive tourism by putting heads in beds.

In closing, life is about decisions, and you have many choices to make concerning who will receive your grants. I know that the Dave Marshall Tennis and Pickleball LLC is committed to fostering economic growth in this area. They are not merely a club seeking a space to play pickleball; they are dedicated to seeing our community evolve and thrive. They have owned the land and have spent the last 40 years bringing thousands of people to Southern Delaware for sporting events. They will remain attuned to market dynamics and continue to generate tourism in our region. Thank you for considering this important investment.

Sincerely,


Representative Peter C. Schwartzkopf



Letter of Support (3 out of 5)

Fairfield Inn and Suites Rehoboth
Residence Inn Rehoboth
30045 Eagles Crest Road
Milton, DE 19968

December 10, 2025

Dear Grant Review Committee,

I am writing to express my support for the Sports Tourism grant application submitted by Dave Marshall for the purpose of expanding his current indoor sports facility on Plantations Road in Lewes. It is my understanding that the increased space for indoor pickleball, tennis, soccer and lacrosse will provide new opportunities for bringing regional tournaments to our area.

As the owner of two Marriott hotels in the Lewes/Rehoboth area, I can attest that sports tourism is an extremely important part of our business. Our hotels would welcome and appreciate the additional business generated by teams and organizers utilizing this expanded facility.

I encourage the grant committee to support this project, that will bring additional economic activity to our area, as submitted by Dave Marshall Tennis and Pickleball.

Respectfully,



R. Christian Hudson
Owner

Letter of Support (4 out of 5)



December 10, 2025

Dear Grant Review Committee,

I am writing to offer my full support for the Sports Tourism grant application submitted by Dave Marshall, seeking to expand his indoor sports facility located on Plantations Road in Lewes. After reviewing the proposal and understanding the scope of this expansion—including increased capacity for indoor pickleball, tennis, soccer, and lacrosse—our organization recognizes the significant economic and community benefits this project will bring to Sussex County.

As President of TKo Hospitality, an owner and operator of several hotel properties across the region, including five hotels in the Lewes, Rehoboth Beach and Dewey Beach areas, I can attest that sports tourism plays a vital role in our local economy. Our properties routinely welcome tournament participants, traveling teams, event organizers, and families visiting for competitive sports events. The continued growth of indoor and year-round sports facilities not only supports consistent tourism demand, but also strengthens the area's reputation as a premier destination for athletic events of all kinds.

The proposed expansion by Dave Marshall Tennis and Pickleball would create new opportunities to attract additional regional and multi-day tournaments, increasing visitor stays and generating direct economic impact across lodging, dining, retail, and transportation sectors. TKo Hospitality would enthusiastically welcome the increased visitor volume and is committed to supporting the success of these events at our local hotels.

I respectfully encourage the grant committee to support this project, which stands to deliver meaningful economic activity, enhance the region's attractiveness as a sports destination, and provide lasting benefits to residents, businesses, and visitors alike.

Thank you for your consideration.

Vince DiFonzo

Sincerely,
Vince DiFonzo
President
TKo Hospitality

Letter of Support (5 out of 5)



Dear Delaware Sports Tourism Capital Investment Fund Application Committee:

My name is Jill Judd, and I am a lifelong resident of Southern Delaware. My family has been part of this community's business landscape for nearly a century, involved in hotel ownership and the medical field. I am writing to express my enthusiastic support for Dave Marshall and his vision for athletics in Southern Delaware.

Dave Marshall's roots in this community date back to the early 1700s, making his family an integral part of Delaware's history—from their contributions during the American Revolution to founding the hospital in Milford and serving as founding board members of Delaware State University. Dave has continued this family tradition of creating value with determination and skill.

As a world-renowned tennis coach, Dave began his journey teaching lessons at Milford Parks and Recreation and has since established a remarkable legacy in tennis and now pickleball throughout Southern Delaware. He is notably the first person from our region to win the Men's Open Title and be ranked #1 in the United States. His impact on Sea Colony Tennis was profound, helping put it on the national map from 1988 until 2009, when he established his own tennis club in Lewes, Delaware.

Since 1988, Dave has coached over 150 players who have progressed to play college tennis, with many winning conference, state, and national titles. He has mentored some of the best athletes in Delaware, including Madison Brengle (Top 30 Pro), Kim Schiff (#1 USA), Jessi Robinson (NCAA Champion, Duke), and Shannon Buck (Top 10 NCAA, Air Force). His coaching expertise extends to the professional level; he has been recognized as an award-winning ATP (Association of Tennis Professionals) coach, having won every Grand Slam and coached eight players to World #1 rankings. He received the ATP Gullikson Pro Tour Coach of the Year award in 2019 as well as the HBCU National Coach of the Year award in 2012. Furthermore, he has coached the Bryan Brothers, who are renowned as the best doubles team of all time.

Despite his national and international success, Dave has always considered Southern Delaware his home. He has built a thriving local business centered around tennis and pickleball, becoming the go-to destination for sports enthusiasts. Importantly, he owns his land free and clear, which demonstrates his financial stability and commitment to the community. His son, Jordan, who recently completed his service in the U.S. Army as a Captain, is poised to take over the business when Dave steps away, ensuring a seamless transition and continued local leadership. Their business not only includes operations in Lewes, Delaware, but also satellite centers in Washington, D.C., and Easton, Maryland, adding to their regional and national presence.

The new indoor center they plan to build will be adjacent to the existing facility, which currently houses three tennis courts that are converted daily into twelve pickleball courts. Over 100 people play pickleball daily at this center, which serves as the hub for tournaments and fundraising events. Dave has hosted pickleball fundraisers for various organizations, including the Democratic Party (Hallie Cohen), the local Fire Company, the Y, Camp Rehoboth, the Big Fish Foundation, and many others.

In closing, Dave has a proven track record of excellence in Southern Delaware. He has successfully drawn people to his club, boasting a mailing list of 25,000 individuals. By granting him this award, you will not only honor his past contributions but also support a leader who will continue to uplift our community.

Sincerely,

Jill Judd
Cape Suites Motel
(443)786-2356
Jjudd3721@gmail.com

