



For more information please contact
Deb Christensen, Community Relations Director
Email: debc@pictona.org or Cell: 678-654-4111.

People

Coming together to improve the level of activity, overall health, wellness, and the vitality of individuals in our community at all stages of life.





It Started with the vision...

... Ormond Beach couple Rainer and Julie Martens & a resolute and supportive Holly Hill community.



Ormond Beach couple help launch creation of 24-court pickleball facility in Holly Hill

Friday, May 10, 2019 | Rainer and Julie Martens smile at the ground breaking ceremony for Pictona. Photo by Ray Boone



Opened July 2020

Public/private partnership

Strong Community Support

- City of Holly Hill
- ECHO Grants
- Martens Charities
- Private Donations





100,000+
Daily Check-Ins

There have been over 100,000 daily check-ins since we first opened.



4.8 Million
Players

In 2021, pickleball grew to 4.8 million players in the U.S. - an incredible 2-year growth rate of 39.3%!



49
Courts

When Pictona 2 opens, we'll have 49 courts!

13 will be covered, 36 will be uncovered, including one Championship Court in the stadium

At Pictona, we believe in Community.

As part of that pledge, we offer weekly introductory classes FREE to the public - We call it PB101!

We estimate a financial impact to the community at \$40 million over 4 years.

Pictona draws visitors from all over the United States - and some internationally, filling hotels, and benefitting local restaurants and shops in the Holly Hill area.



We held many tournaments since we've been open - with players attending from local, national, and international destinations. In December of 2022 we're hosting the Qualifying Tournament for the U.S. Diamond Amateur Championships!

Our Senior Activity Center hosted over 497 classes with 5,652 participants since we've been open.



1,820+
Participants
since we've been open



\$40 Million
Over 4 Years

1,200
Seats!

Our stadium will seat up to 1200 pickleball fans for tournaments or convert to concert seating for up to 1500 fans!



2,878
Players



497
Classes

Active & Healthy Lifestyle for All Ages

“Our entire careers have been around physical activity,” said Rainer Martens, who was a professor of sports psychology and the owner of a publishing company that published physical activity resources. “This gave us an opportunity to support more physical activity in a community we felt needed it.”

Julie Martens added: “This will be a community center for active people.”



Impact

Compelling stories showing positive impact on community health and wellness.



Impact

Compelling stories showing positive impact on community health and wellness.



Impact

Compelling stories showing positive impact on community health and wellness.



Health Benefits

Lowers your risk of heart disease

Cuts your risk of depression

Leads to frequent and consistent exercise

Burns calories

Increases agility

Improves aerobic capacity

Improves hand eye coordination

Improves blood pressure

Improves muscle function

Boosts immune system

Good for bone density due to weight bearing activity

Helps prevent obesity

Reduces stress



PICKLEBALL MEDICAL BENEFITS: IN THE NEWS

In [a recent study](#) of 36 pickleball players over the age of 65, published in *World Leisure Journal*, those who maintained the **social connections they'd made through the sport** by continuing to play through the pandemic months of 2020 reported improved life satisfaction.

A [2018 study](#) of 153 people who compete in pickleball tournaments found that playing pickleball is significantly related to a **low level of depression** in older adults.

Medicine & Science in Sports & Exercise, 12 middle-aged players burned **40% more calories** during a 30-minute pickleball game than during 30 minutes of walking, increasing their heart rates to within the moderate-intensity exercise zone.

A small six-week [study](#) of 15 people ages 40 to 85 who played an hour of pickleball three days a week showed improvements in cholesterol, blood pressure, and cardiorespiratory fitness.

Pickleball's widening appeal—the [average player's age](#) is 38, an almost three-year decrease from 2020—means you meet people you might not hang out with otherwise, says Erin McHugh, 70, author of [Pickleball Is Life: The Complete Guide to Feeding Your Obsession](#).

Chiropractors at Legacy Clinic of chiropractic in The Villages do a series of orthopedic and biomechanical assessments including SI joint assessment.

Opportunity: A forum for health education and active living.

Prevention, treatment, rehabilitation of injuries and education about active living lifestyle.

- Training Room
- Health Fairs & Screenings
- Seminars & Lunch and Learns



 **PICTONA**
at HOLLY HILL

"It's more than a game; it's a lifestyle!"



Pickleball Municipal Facility of the Year Pictona at Holly Hill

► Located in the Daytona area, Pictona at Holly Hill is one of the largest dedicated pickleball facilities in Florida. The \$6.3 million venue opened in July 2020 and boasts 24 LED lighted courts, including eight that are covered, a center pavilion, restaurant, clubhouse and game room. Pictona also provides a wide variety of programming for youth and adults.

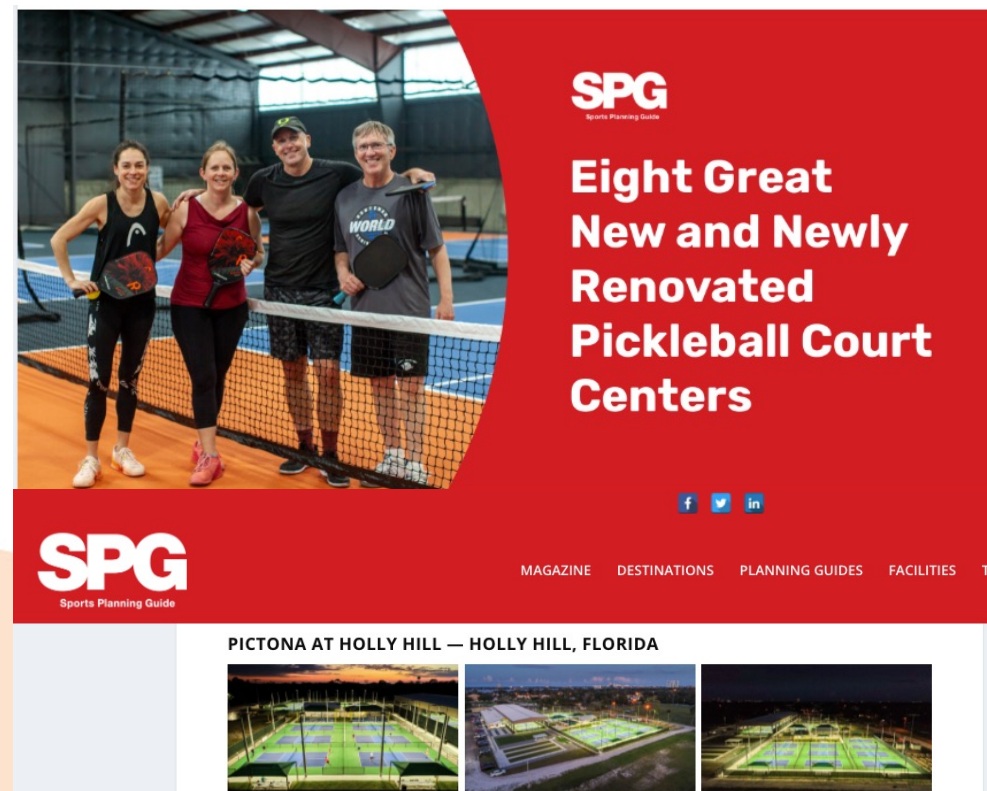
2022 Pickleball Municipal Facility of the Year by Tennis Industry Magazine

Additional courts to be covered.

The expansion will further enhance Pictona as a major pickleball tournament site and training center. The Pictona Open (formerly the Fall Vintage Tournament) will be the premier competition and with up to 49 courts, the complex will seek to accommodate up to 1,500 players. Plans also call for hosting smaller tournaments monthly for 300 to 1,000 players.

Holly Hill City Manager Joe Forte is thrilled: "Pictona is putting Holly Hill on the map nationally among pickleball enthusiasts. We have people calling the Holly Hill Chamber asking for information about homes in the area because they want to relocate near Pictona."

—Judy Leand




SPG
Sports Planning Guide

Eight Great New and Newly Renovated Pickleball Court Centers

[f](#) [t](#) [in](#)

MAGAZINE DESTINATIONS PLANNING GUIDES FACILITIES TRE

PICKTONA AT HOLLY HILL — HOLLY HILL, FLORIDA



Top 8 facilities in
Sports Planning Guide's
list of places picklers need to
experience

The Florida League of Cities publishes a Quality Cities magazine. They recently featured Holly Hill in a "City Spotlights" section with Pictona also featured



LIVABILITY.com/greater-daytona-region 2022

Greater Daytona Region

VOLUSIA COUNTY

plus
Find out why entrepreneurs and tech startups thrive here

Best for Business
Learn how companies are expanding and excelling in the region

BEYOND the Beach
REGION SERVES UP SCORES OF OUTDOOR ACTIVITIES

Sponsored by Team Volusia Economic Development Corporation

PICTONA - A NEW GEM IN HOLLY HILL

by Danielle Anderson

From French monks batting the ball around with their hands in the 12th century to the first game of tennis at Wimbledon, racquet sports have long enamored athletes and spectators of all ages with their fast-paced games and

nation building courts to accommodate pickleball enthusiasts, the City of Holly Hill is ahead of the curve, unveiling the world-class Pictona at Holly Hill facility in June 2020.

A unique mix of public and private partnerships was painstakingly crafted to bring the project to fruition and the result has been the creation of something even more exciting than just a sports venue.

It's a new gem in Holly Hill!

Overcoming hurdles since the concept's origination in 2015, it was willingness on the part of the City of Holly Hill to envision what could be and a forecasting of opportunity that enabled city manager Joe Forte and the city commission to take a leap of faith. Committing \$1.3 million of the city's resources to the project, combined with a \$400,000 ECHO grant from Volusia County, the city transformed the little-used Hollyland baseball/softball complex into Pictona.

It was also a willingness from the private sector to 'put skin

in the game.' Concept creators and sports industry experts Rainer and Julie Martens contributed \$4 million through Marten Charities to see the project realized, and a number of significant sponsorships from leading businesses in the community including Brown & Brown, S.R. Perrott and Advent Health, helped open the doors for the world-class facility.

"As pickleball is the fastest growing sport in the U.S., players are seeking unique opportunities to visit and play at pickleball facilities, such as Pictona," said Stu Upson, USA Pickleball CEO. "With 24 pickleball courts and expanding, Pictona will bring exciting opportunities to the Daytona Beach area by being able to host large tournaments that will draw hundreds of players and globally recognized sponsors."

Meet the Staff

It doesn't hurt to have staff that is as in love with the sport as the members are. Among a talented team, Pictona lucked out

in a big way when they landed assistant general manager Sarah Lockett.

It's tough to find someone who lives, eats and breathes their job with as much passion as Lockett has. But as she provides tours of the facility, it's easy to see how her love of the sport, the facility's programs and the location itself are directly impacted by her knowledge and enthusiasm.

As an international softball player, Lockett was instrumental in building Embry-Riddle Aeronautical University's softball program from the ground up, earning her a 'Coach of the Year' award and ERAU a Top 25 ranking during her time there. Discovering pickleball three years ago, Lockett has brought her technical expertise and skills to Pictona, helping build the programs as the events director and growing the membership base to more than 700 in the first year of operation, while still welcoming guests as a public facility.



| Sarah Lockett



Breaking ground to expand Pictona

Pictona at Holly Hill

EVOLVE

GREATER DAYTONA REGION
BUSINESS AND ENTREPRENEUR MAGAZINE

NOVEMBER 2021 | \$6.95

THE BUSINESS OF
SPORTS ISSUE

PICTONA -
A NEW GEM IN
HOLLY HILL

Rainer and Julie Martens

SMALL TRACK, BIG
BUSINESS
NEW SMYRNA
SPEEDWAY PRESERVING
THE PAST, BUILDING
THE FUTURE

DAYTONA BEACH
IS A LURE FOR SPORTS
COMPETITIONS

TEED UP FOR
SUCCESS - THE
MEYERS FAMILY
BUILDS A LEGACY
WITH THE RIVIERA
COUNTRY CLUB

This issue of EVOLVE is provided courtesy of HALIFAX HEALTH



NOVEMBER 2021 | 11 |



"Build it and they will come"...and wow, did they!

0 – to nearly 1,000 members in 2 years.

Time to
get the
shovels back
out...

It's time to
expand!



Pictona Expansion



- From 24 to 49 courts
- Stadium
- Championship Court for seating from 1200 to 1500 for live concerts
- Education Center: Includes Training Room, offices, & classroom
- Stage for Live Events
- Suites & Box Seating
- Concessions

Pictona Expansion



Photo: Inside the Stadium

Pickleballers and the general public will enjoy the Stadium's monthly tournaments and live concert events!



Photo: back of the 8800 sf. Education Center

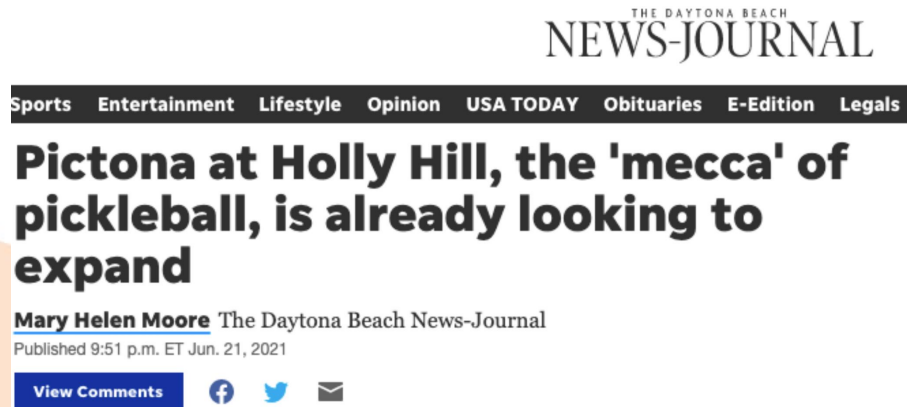
"I want to make this THE education center for pickleball in the United States and the world."

- Rainer Martens

Officials' training has already begun.

“Pictona expansion could put tiny Holly Hill on map as national destination for pickleball.”

- *The Daytona Beach News-Journal*



Pictona at Holly Hill looks to double number of pickleball courts after a year in business

Rainer and Julie Martens founded Pictona at Holly Hill, which is aiming to break ground in 2021 on construction of 25 additional pickleball courts.

- *"Pictona is definitely becoming known around the United States among pickleball enthusiasts," said Laura Gainor, director of media relations for USA Pickleball, the national governing body for the sport.*
- *USA PICKLEBALL's Diamond Amateur Tournament comes to Pictona December, 2022!*



Where the Pros Play and the Pros in all of us Play!



PLAY WITH THE PROS!
Jay Devilliers
PPA Rankings:
3 Singles
7 Doubles
4 Mixed

JD

Saturday & Sunday
July 9 & 10
9 - 11:30 am

Each clinic will cover six topics: Dinking, 3rd Shot Drop/Drive & Transition, Volleys/ Blocks, Serve & Return, Doubles Strategies and Court Positioning.

\$150 Members /\$175 Non-Members*
*For Each Clinic

Call
(386) 310-7067
to Register

 **PICTONA**
at HOLLY HILL





APP TOUR
2023 Schedule

Jan. 11-15	Punta Gorda, FL
Jan. 18-22	Boca Raton, FL
Feb. 8-12	Daytona Beach, FL (Major)
March 1-5	St. Louis, MO
March 15-19	Delray Beach, FL
March 29-April 2	Mesa, AZ
April 26-30	Sacramento, CA
May 3-7	Southern California (Major)
May 10-14	Cincinnati, OH
May 24-28	New York City, NY (Spring Championships)
June 21-25	Canadian Tournament (location TBA)
July 12-16	Los Angeles, CA
Aug. 23-27	Philadelphia, PA
Aug. 30-Sept. 3	Chicago, IL (Major)
Sept. 6-10	New Jersey
Sept. 27-Oct. 1	Atlanta, GA
Oct. 4-8	Dallas, TX (Major)
Oct. 18-22	Houston, TX
Oct. 25-29	Hilton Head Island, SC
Nov. 29-Dec. 3	Mesa, AZ (Fall Championships)

📅 03/09/23 - 03/12/23


PRO PICKLEBALL
ASSOCIATION

PPA Florida Open
Pictona at Holly Hill , Holly
Hill, FL, United States

APP and PPA have Pictona on their schedules

*You can almost
hear the crowd!*

THE PRESS
COVERAGE
CONTINUES!

NEWS 6 (WKMG-TV)
ORLANDO

AIRDATE
SEPTEMBER 2022

