

We invite you to join us in
celebrating the life of

**Jordan
Ferrell**

2004 - 2025



Pictona lost a kind, gentle soul this past week. Jordan Ferrell's death shocked our pickleball community and we collectively grieve his loss. We send our sincere sympathy to the Ferrell family.

Please join Pictona staff and members on Friday, July 25 at 6pm in the stadium court. We will offer a few words in Jordan's honor and celebrate as he would have loved - playing pickleball together, sharing stories, and filling the court with the laughter he brought to us all.

A letter from Jerard Ferrell, Jordan's Father

Mixed Doubles this Saturday Night!



Come cheer them on under the lights starting at 7 pm!!

DON'T FORGET! Men's Doubles Tournament - August 16
Registration closes on August 11th!

Sign up NOW for Men's Doubles!



The **Pictona Jamboree** is a **FREE** two-day event

celebration for **Pictona Members!**

📅 **Saturday, September 19-20, 2025**

The party begins with a Friday evening BBQ and is followed by the Pictona Pentathlon! The pentathlon will consist of five recreation court games (see below) aimed at providing time for members to socialize and have a blast! However, since we are all competitive...winners will be crowned!

The Jamboree continues on Saturday with a full-day Member-Only pickleball tournament to crown the Pictona champions in women and men's doubles (no mixed or singles). There will be 5 age categories and 4 skill levels. **And it's all FREE.**

Come join us at the Pictona Jamboree for FOOD, FUN, AND FRIENDS.

Sponsored by Progressive Medical Research

Click [HERE](#) for BBQ & Pentathlon tickets!

REGISTER FOR TOURNAMENT [HERE!](#)



6th Annual Pictona Open by Emerge Insurance Services

OCTOBER 23 - 26, 2025

Are you dreaming of ❄️ cooler weather ❄️ already?

Start planning for the ☁️FALL and join us to participate in Pictona's annual tournament!

You'll appreciate playing in a round robin format capped with a playoff. For each bracket the round robins are played in a pod of courts, resulting in minimal wait time between games. Earn your way to the championship finals, most of which are played in the MetroHealth Stadium for a memorable experience.

**Register for the PICTONA OPEN
HERE!**



COURT MONITORING

Why are those strangers drilling holes in our buildings and around campus?

They are installing the wiring for 12 cameras that will give you a view of all 49 courts. It's our new court monitoring system. It will provide you with access via the internet to view what's happening on our courts.

Are players present? Are the courts playable? You'll be able to call up Pictona's Court Monitoring system on your computer or mobile device to see all the courts. We'll also have a monitor on the wall by court 3 and on the building by the Championship Court. The screen will display 4 camera views at one time and rotate every few seconds to see the 3 screens showing all 12 courts.

It's another amenity to make Pictona a better place.



P2 ACCESS

Update on West Entrance Access at Pictona 2

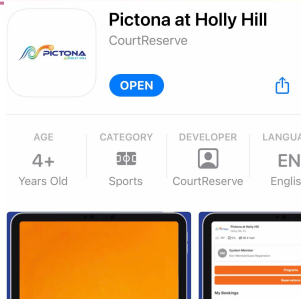
To help reduce labor costs, we've installed a turnstile at the West Entrance of Pictona 2. Once the system is fully operational, the Welcome Desk in that area will no longer be staffed.

Members will enter by inputting their membership number at the turnstile and then scanning their card to record attendance.

We expect the turnstile to be fully functional within the next two weeks. Until then, access at the West Entrance will be limited to select hours—primarily in the mornings and evenings.

For the latest updates, please check the **Pictona or Court Reserve app**.

Note: The turnstile will always allow players to exit at any time.



Download the Pictona App!

Stay connected with everything happening at Pictona by using our dedicated Pictona App.

With the app, you can register for programs and lessons, receive facility updates, and manage your membership with ease.

The Pictona App is powered by Court Reserve—the same app we originally launched. The key difference? The Pictona App is designed exclusively for Pictona members, making your experience simpler and more personalized. (If you use multiple Court Reserve facilities, you may prefer the original Court Reserve app.) Both Apps can be used at Pictona.

Download the Pictona App today and stay in the loop!

PLAYER SHOP



Paddle Sale Alert! □

Now's the perfect time to upgrade your game—our paddle sale is on! Whether you're a seasoned player

□ **Summer Essentials Are In!**



Stay cool and court-ready with our newest drop of men's athletic shorts and water bottles. Light, breathable, and built for play—

or just getting started, swing by the Player Shop and score big on select models while supplies last.

grab yours before they're gone!



THE KITCHEN



July 28th - August 2nd



Philly Cheesesteak Sub-

Shaved ribeye, sautéed peppers, onions and provolone cheese with a side for \$12.00
-Can substitute sliced chicken for beef

Philly Flatbread-

Flatbread topped with ribeye, sautéed peppers, onions and provolone cheese for \$10.00

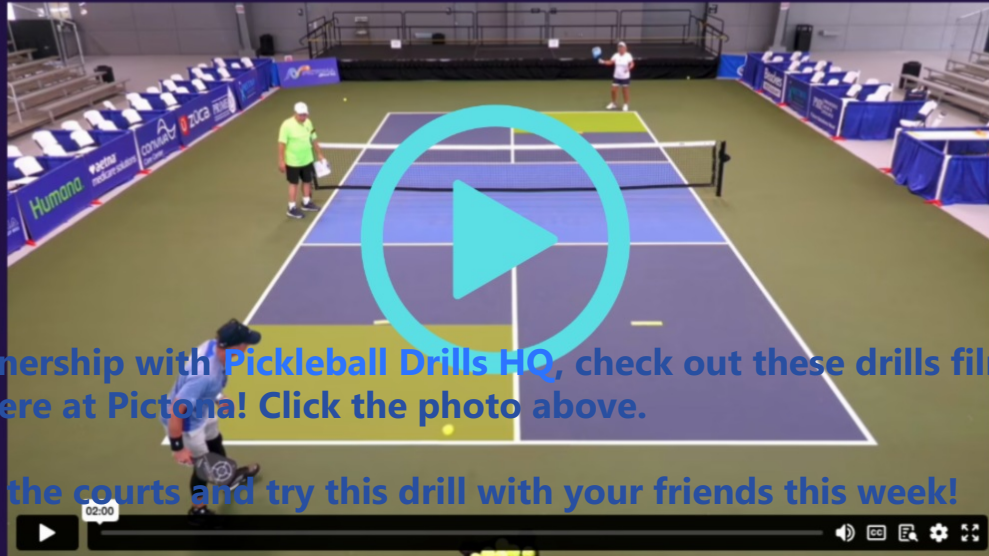
August 3rd - August 9th



Black and Blue Salad-

Blackened ribeye and blue cheese crumbles atop our famous Pictona Salad for \$12.00

Server vs Returner



In partnership with [Pickleball Drills HQ](#), check out these drills filmed right here at Pictona! Click the photo above.

Get on the courts and try this drill with your friends this week!



**School Supply
Donation Drop off
at Pictona WD1
Through August 6!**

Help the Holly Hill Police Department supply area kids with items needed for a successful start to their year! Collecting a range of items including notebooks, pencils, markers, backpacks, and monetary donations.



ACTIVITY CENTER

Concert Series at Pictona CLICK [HERE](#) - FREE TICKETS!

9/12 - Fall Into Blues
10/10 - Spazmatics - All Out
80's
11/7 - O Motown





BALANCE & MOTION

Tuesdays & Thursdays
10:45 AM

Develop balance, coordination, core strength, flexibility and range of motion with this FREE class.

Sessions are 45 minutes long, very gentle, and offer an upbeat, supporting environment for all fitness levels.



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Progressive Medical Research's custom, state of the art clinical

pharmacology research unit brings together an impressive blend of experience and services.

Our **PMR team** performs a broad spectrum of clinical trials across many therapeutic areas. Working with local hospitals and organizations, we offer customized solutions for our clients' clinical research needs.

We are strategically located in East Central Florida and recruit patients from Palm Coast, Flagler Beach, Ormond Beach, Daytona Beach, Port Orange, Ponce Inlet, New Smyrna Beach, Deland, Orange City, Edgewater and the Orlando Area.

MORE INFO HERE.



Outlast the Heat. Outplay the Competition. IV Therapy Designed for Pickleball Athletes

At Pictona, “just one more game” turns into five. And when you’re battling the Florida heat, sweating through serves and slams, your body needs more than water to keep up.

That’s where **Prime IV Hydration & Wellness** comes in. Our One More Game Drip is loaded with electrolytes, amino acids, and essential vitamins to help you recover faster, reduce muscle soreness, and stay sharp — so you can get back out there without feeling wiped.

Whether you're grinding through a tournament or just trying to beat your friends, give your body the fuel it needs to go the distance.

Visit our New Smyrna Beach or Ormond Beach locations and experience the recovery boost your game's been missing.

Book your appointment today at primeivhydrationfl.com.



Pictona was built through a public-private partnership with the City of Holly Hill and Martens Charities, and \$2.9 million in Volusia County ECHOgrants.



Pictona at Holly Hill | 1060 Ridgewood Ave. | Holly Hill, FL 32117 US

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