

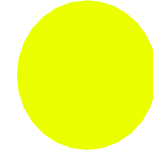
MIAMI BEACH PADEL PROJECT by PadelPoint



Agenda



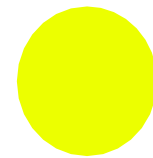
1. What Is Padel?



2. Why Miami Beach?



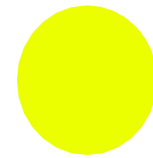
3. Proposed Location



4. Floor Plan



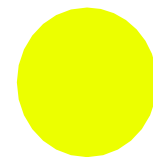
5. Unaltered Property



6. Render



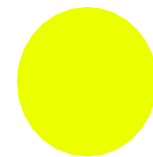
7. Benefits for Miami Beach Residents



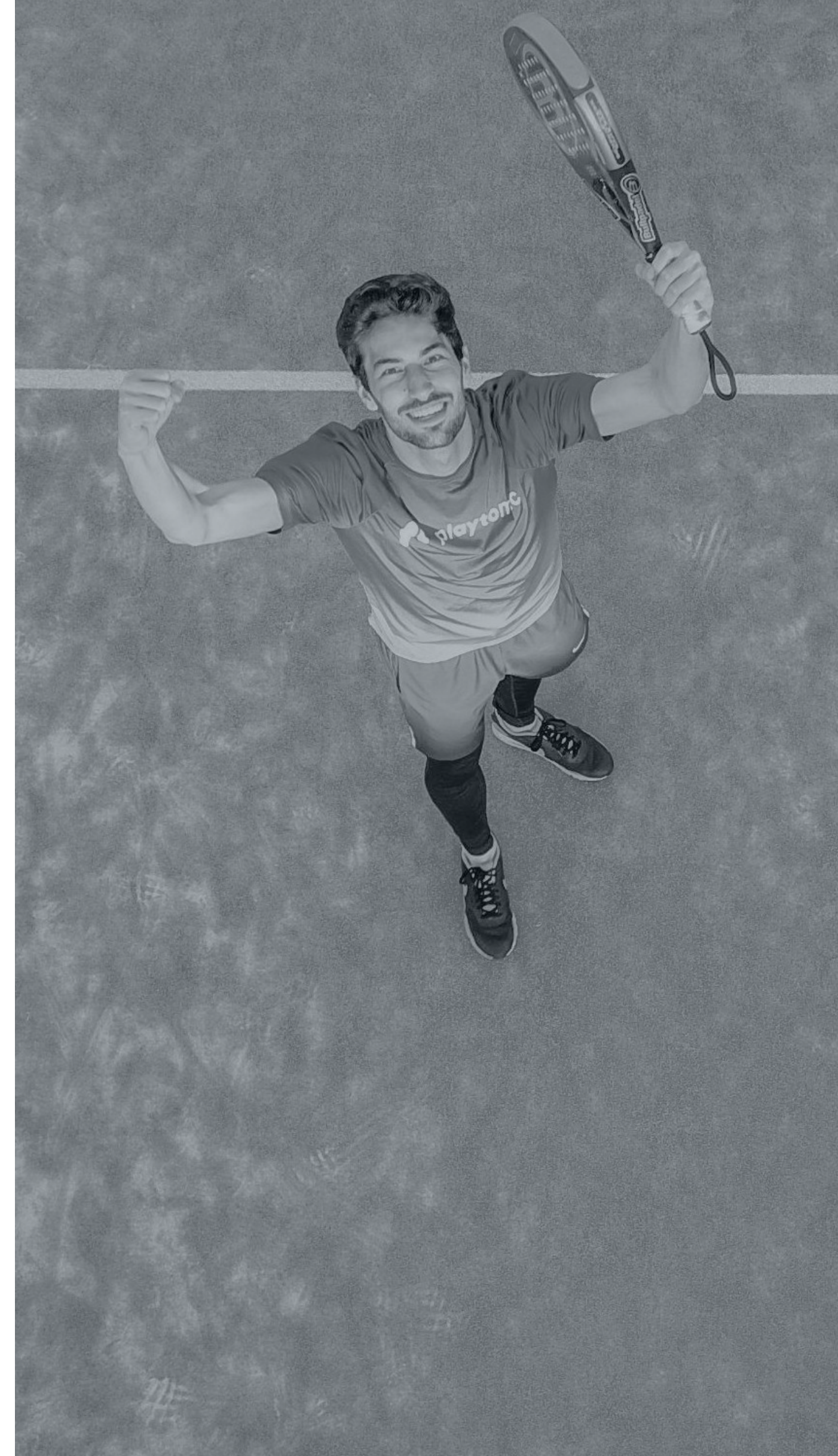
8. General Benefits



9. Evolution Worldwide

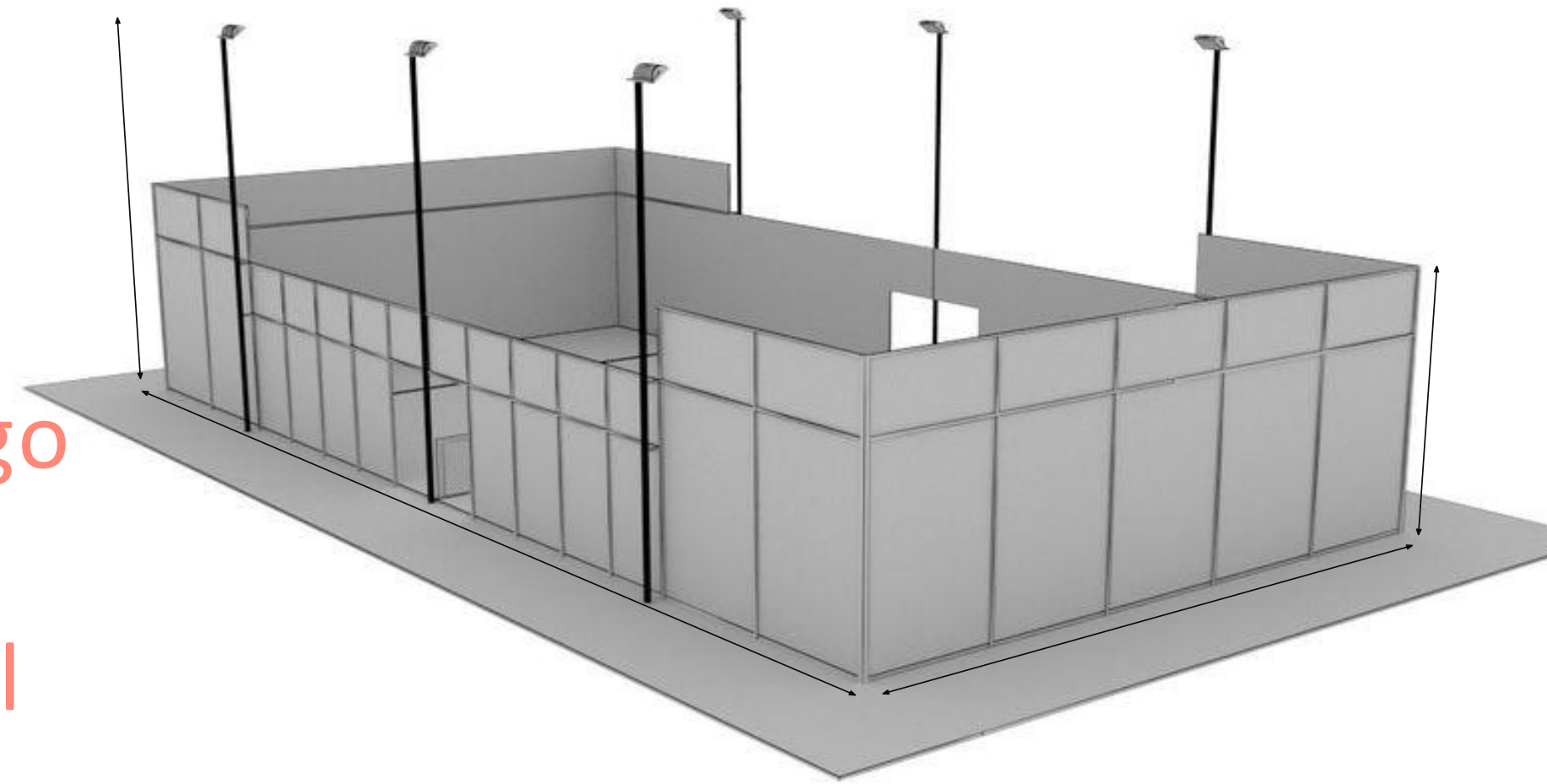


10. Conclusions



What is Padel?

- Padel is a racquet sport born over **50 years ago**
- It's a variance **between Tennis and Pickleball**
- Its played in a court surrounded by walls that are used while playing to keep ball in play
- Can be played by people of all ages. From **5/6 years old to elderly adults**
- Easy to play after just a few classes



Why Miami Beach?



ONLY

6 CLUBS IN MIAMI AREA

Locations

4 Miami Dade

Reserve

Real Padel

Wynwood Padel

Ultra Padel

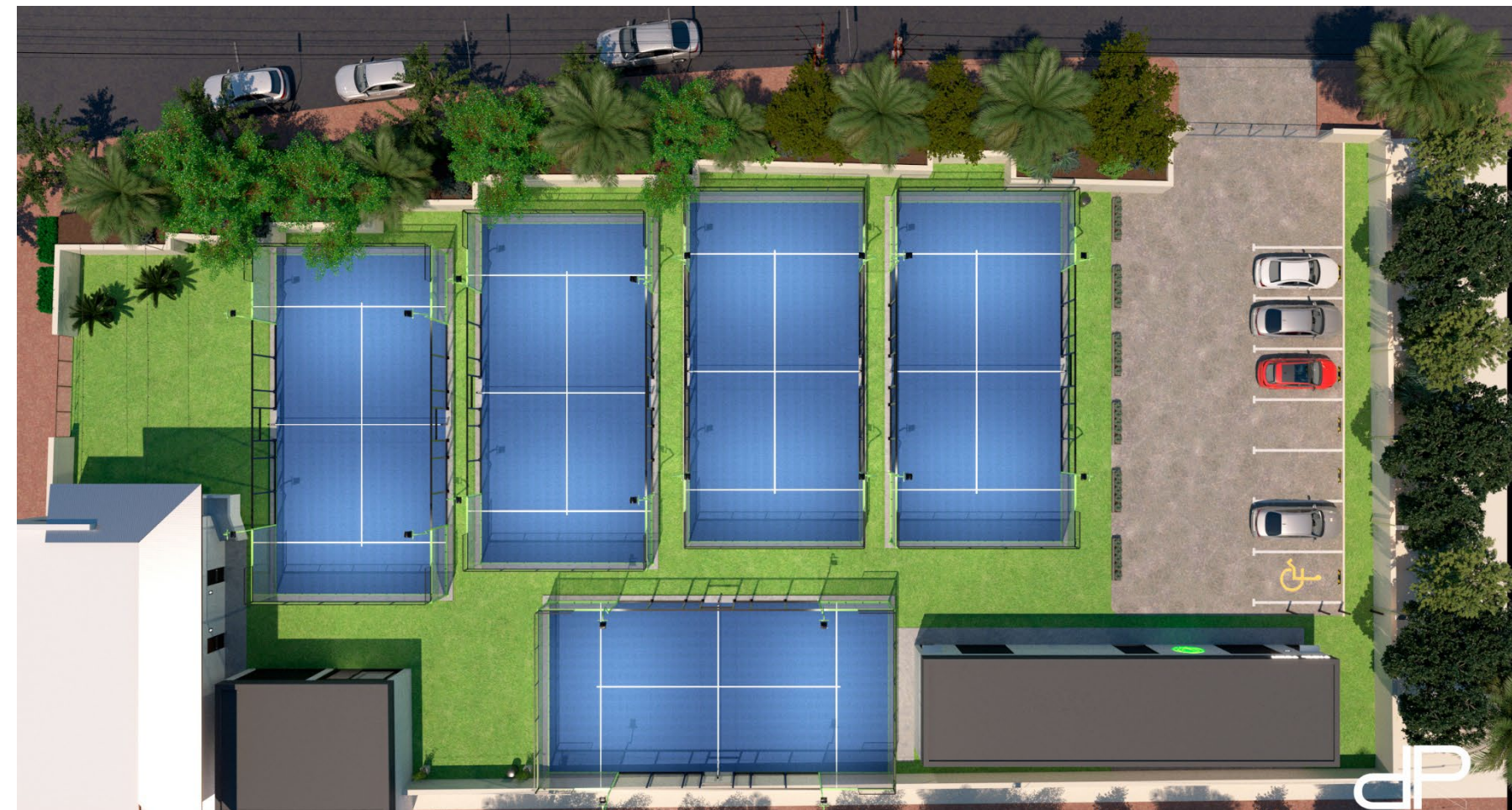
1 AVENTURA

Padel Life

1 MIRAMAR

Open Padel Club

- **THERE ARE NO PADEL FACILITIES IN MIAMI BEACH**
- **NEAREST LOCATION WITHIN A 35-MINUTE RADIUS** (33140 and 33141), ROUND TRIP TAKING OVER 1 HOUR
- **THERE ARE ONLY 34 COURTS IN SOUTH FLORIDA**
- **THERE IS A MUCH HIGHER DEMAND THAN THE NUMBER OF COURTS AVAILABLE**



Proposed Location



ONE BLOCK AWAY FROM NORMANDY PARK:
Soccer Courts - Basketball Courts and
Swimming Pool
THIS WILL CREATE AN SPORT CORRIDOR



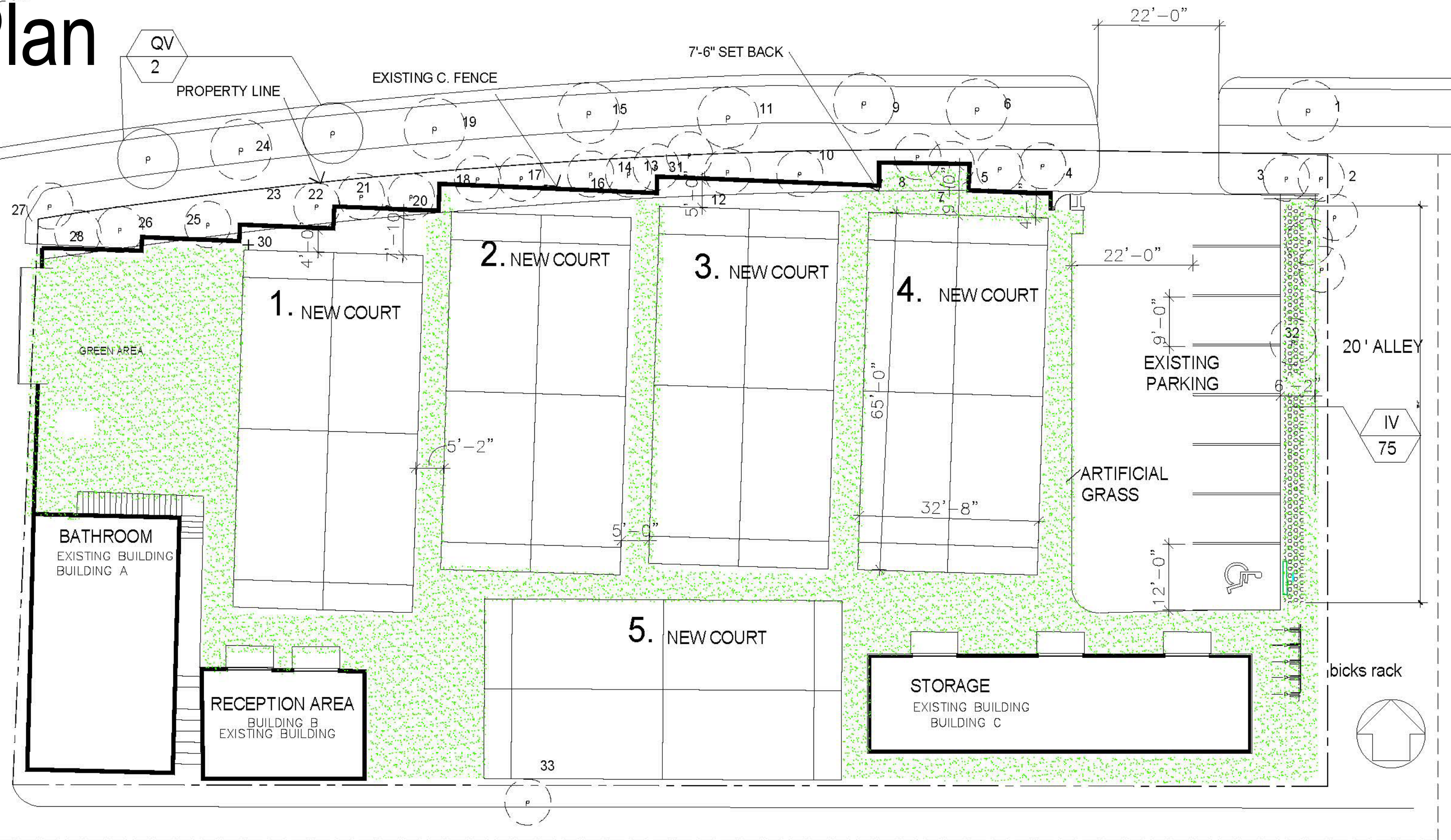
- TRANSFORM AN OLD EMPTY LOT IN AN SPORT AREA
- LOCATED NEXT TO A 24HS WALGREENS IN COMMERCIAL ZONING



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NORMANDY DRIVE

Floor Plan



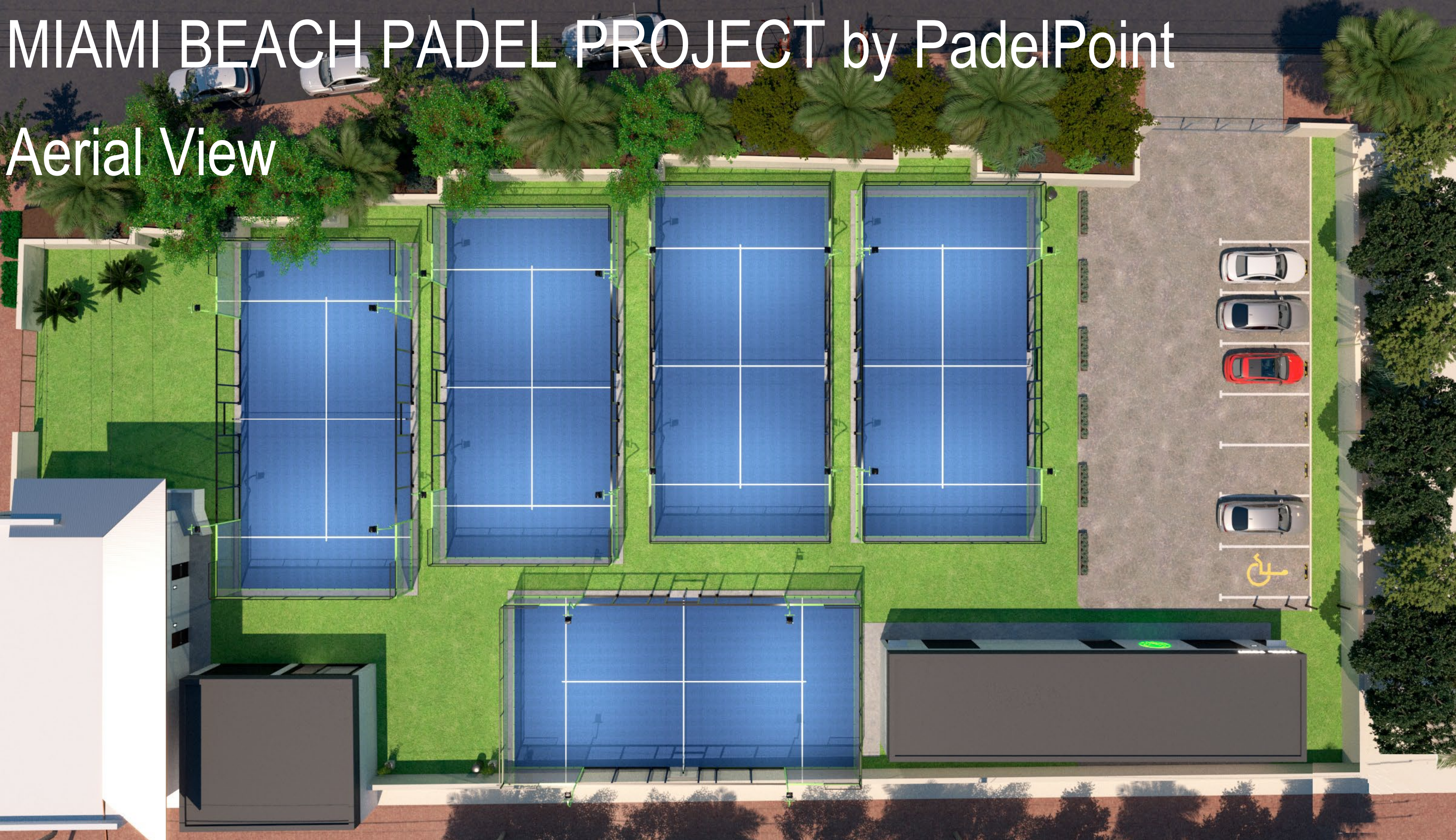
No Alterations



- ✂ No façade modifications
- ✂ No trees will be removed or modified
- ✂ No existing building modifications
- ✂ No buildings will be demolished
- ✂ No entrance/exits will be modified
- ✂ No disturbances in terms of noise or light
- ✂ Neighborhood already has a similar sport complex within 300 ft so they are used to this kind of facility
- ✂ Semi abandoned empty lot will be brought to life

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Aerial View





West Aerial View



PADEL POINT



Entrance



Parking View



@RENBLVD

Benefits for MB Residents

- Save precious time by eliminating the need to commute to play Padel
- Limited Memberships for Residents
- New activities to engage parents and children
- Establish arrangements with the city and/or schools to permit club usage during weekday afternoons
- Build Healthy Habits
- Residents have the benefit to reach the club by walking, cycling, or using the local trolley



General benefits



- It is a sport that beginners can easily enjoy
- It is easy to attract new players who are willing to exercise and socialize simultaneously
- It can be practiced by people regardless of the age, gender, or physical conditions
- People over 65 years old value having fun while playing padel the most, followed by the fact that it enables them to exercise
- The youngest age group (<18 years old) value learning as the most important aspect for practicing the sport

WORLD TRENDS AND CONCLUSIONS



Clubs & Courts



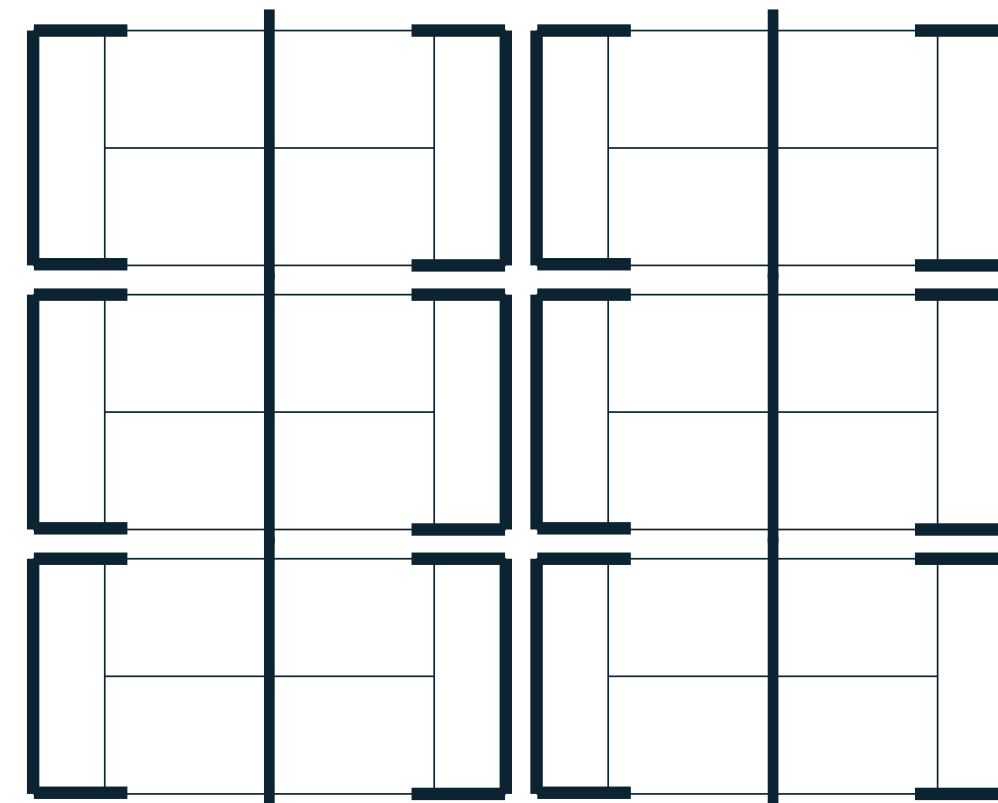
EVOLUTION OF PADEL CLUBS AND COURTS WORLDWIDE⁽¹⁾

Courts



+10,147
courts in the last 2
years

Clubs



+2,994
clubs in the last
2 years






98 new courts opened every week

29 new clubs opened every week

(1) Considering the following countries: Spain, Italy, Belgium, Netherlands, France, Portugal, Germany, UK, Sweden, Finland, Denmark, Norway
Source: Padel Lands, All For Padel, Local federations

Conclusions



- #1  Padel has experienced an **unprecedented growth in recent years**. It is expected to keep this high growth rate national. Including clubs all over the north America and National Padel League.
- #2  Padel has **higher social engagement** than comparable sports, is easier to enjoy when practicing it and does not require a high expenditure by the players
- #3  Add **healthy habits** at all ages. Playing padel daily promotes cardio practice, and reduce stress. Game strategies promote brain capabilities.
- #4  Proudly be first and only club in Miami Beach. **Satisfy neighbor needs** within an area with new constructions (72 Park/Shoma Bay/Continuum Condo/Monaco Residences).
- #5  Padel can become a **worldwide practiced sport surpassing other flagship sports** such as tennis



THANK YOU
MIAMI BEACH PADEL