Roller Skating to Pickleball

*The Stardust Roller Rink to be Indoor Pickleball Academy*

**SARASOTA, December 10, 2019**. The Stardust Skating rink, an institution in Sarasota for decades, is the future home of the Sarasota Pickleball Academy, to be the premier indoor Pickleball facility in Sarasota, Florida. The Company is poised to take advantage of the significant unmet demand for a quality indoor sports facility here in Sarasota by converting and refurbishing the recently closed 24,000 SF skating rink facility to a top tier indoor sports facility.

Pickleball is Americas fastest growing sport. Currently 85 new pickleball facilities are opening each week in the US. Pickleball, invented over 50 years ago, recently exploded in popularity as America’s aging and retiring baby-boomer cohort needed an active competitive sport that had lower physical demands compared to tennis, squash and racquetball. Pickleball is played on a smaller version of a tennis court, requiring less running, overall strength, and less strain on aging joints. Over 75% of the current players are baby-boomers and retirees; however, the sport is growing rapidly among younger segments of the population. The sport is most often played as doubles, with four players on the court at a time.

Brian McCarthy, owner & developer, states; *“The local Sarasota market is ideal for an indoor pickleball facility. As in all of Florida, rain, heat, and humidity frequently disrupt the opportunity to play on outdoor courts.”*

The indoor pickleball facility is expected to be a draw for top instructors, who put a premium on working in a comfortable, climate-controlled environment that allows them and their students to have uninterrupted court access, irrespective of the weather.

McCarthy states; *“We plan to have both a Pro Shop and coffee/juice bar and a generous area for socializing, after all - a big part of the game is getting to know the other players.”* Full shower and bathrooms facilities will be available to members and those visiting – attending clinics and tournaments. The retail Pro Shop will offer a complete and well stocked inventory of paddles, balls, sportswear and equipment. The Juice/Coffee Bar will be a high-end espresso bar with sandwiches, fruits, ready-made juices, and pastries.

Valerie McCarthy, president states; *“I’m very excited about using the management skills I learned as the Executive Director of several YMCAs, a YMCA National Trainer and Program Developer. To build the finest indoor pickleball academy in the Nation is a dream come true. I’m also proud that we are a Veteran owned and operated company, able to provide a number of unique experiences for our Veterans community to have some fun.”*

[WWW.SRQPickleball.com](http://WWW.SRQPickleball.com)

**Starboard Tack LLC**

Starboard Tack leads the development team of general contractor Southern Cross, design firm Balaity Property Enhancement, and the MEP/FE services firm Osborn Engineering. Demolition and construction are expected to start in the Spring 2020 and be completed in the Fall of 2020 just in time for the upcoming season.

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