

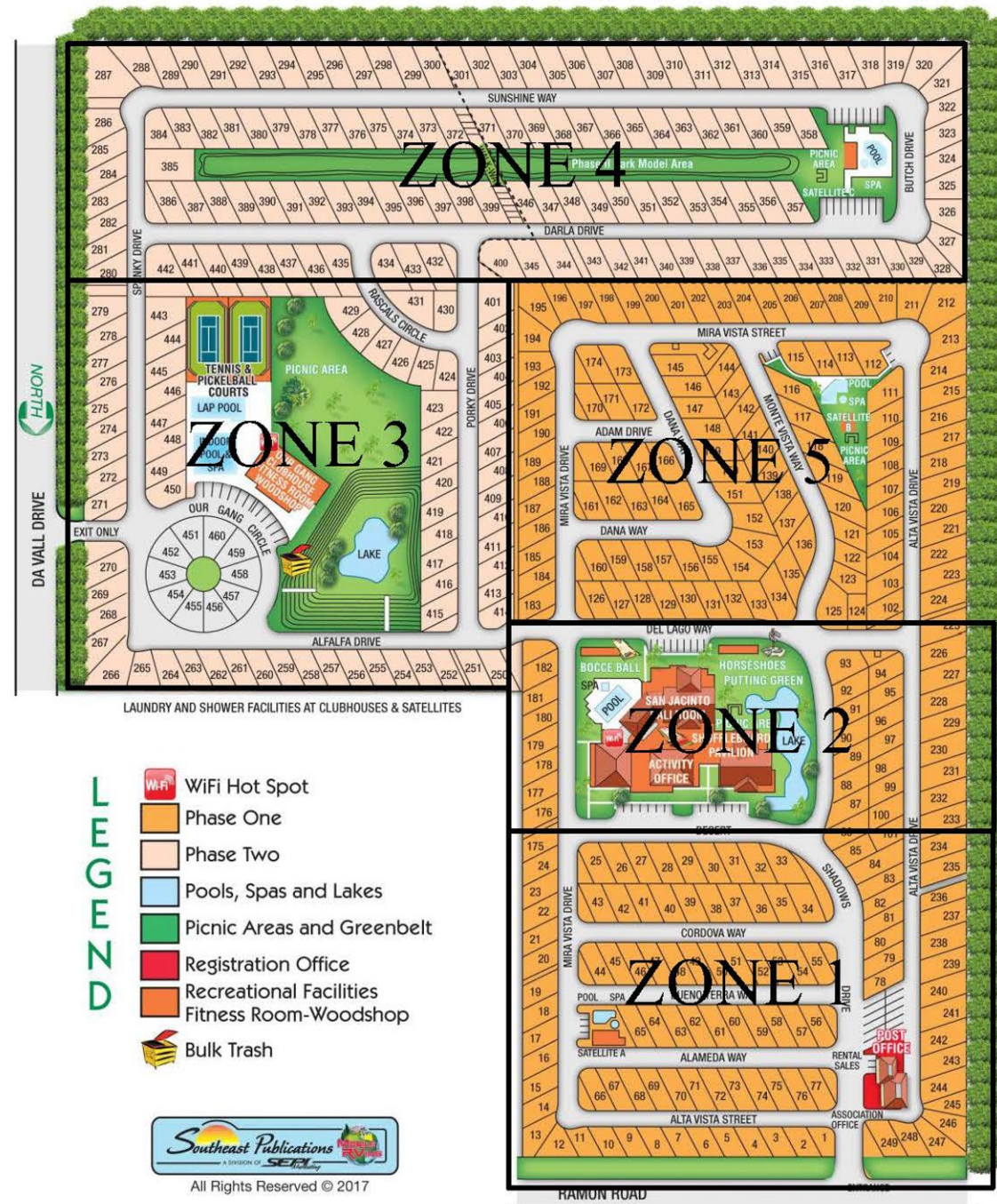
DSRV:

- Landscape and Outdoor Amenities Masterplan (LOAM)
- A seasonal RV RESORT...



This is how LOAM has designated the Zones of the Resort.

The Task Force has identified 2 initial priority projects



Priority Project 1 Is located in Zone 1:

-Improve our Entrance area and “First Impression”...





We are a Seasonal RV Resort...
This picture demonstrates a current challenge

-we don't look like a Resort until we get to the SJ corner.

Note: "We only get one chance to make a First Impression" – What can we do to improve our First Impression?"



For example a few years ago we addressed this exact issue in the “Our Gang Fountain Area...” - a small landscaping investment made a significant improvement in the beauty of our Resort...

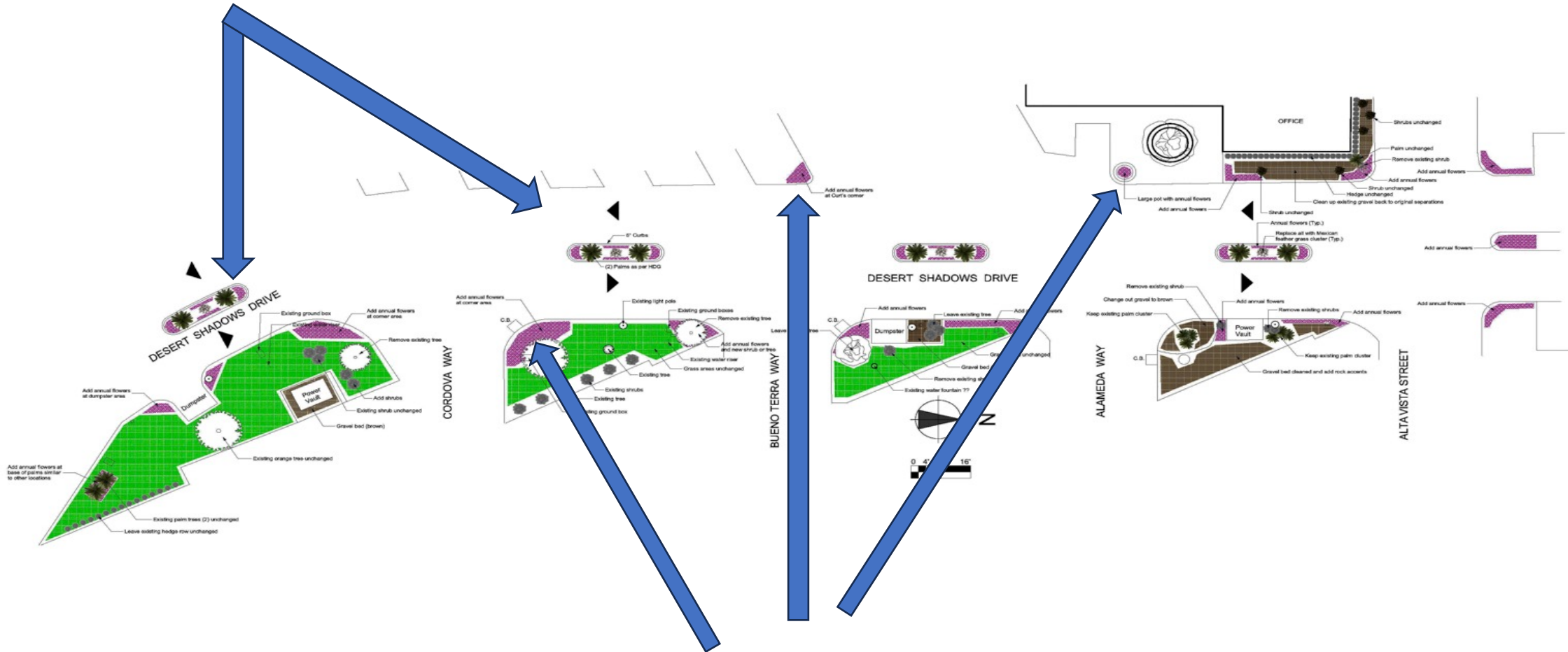


The addition of color has enhanced the beauty of this area...



We will be refreshing the HOA office by painting the building with a new "Off-White" color...

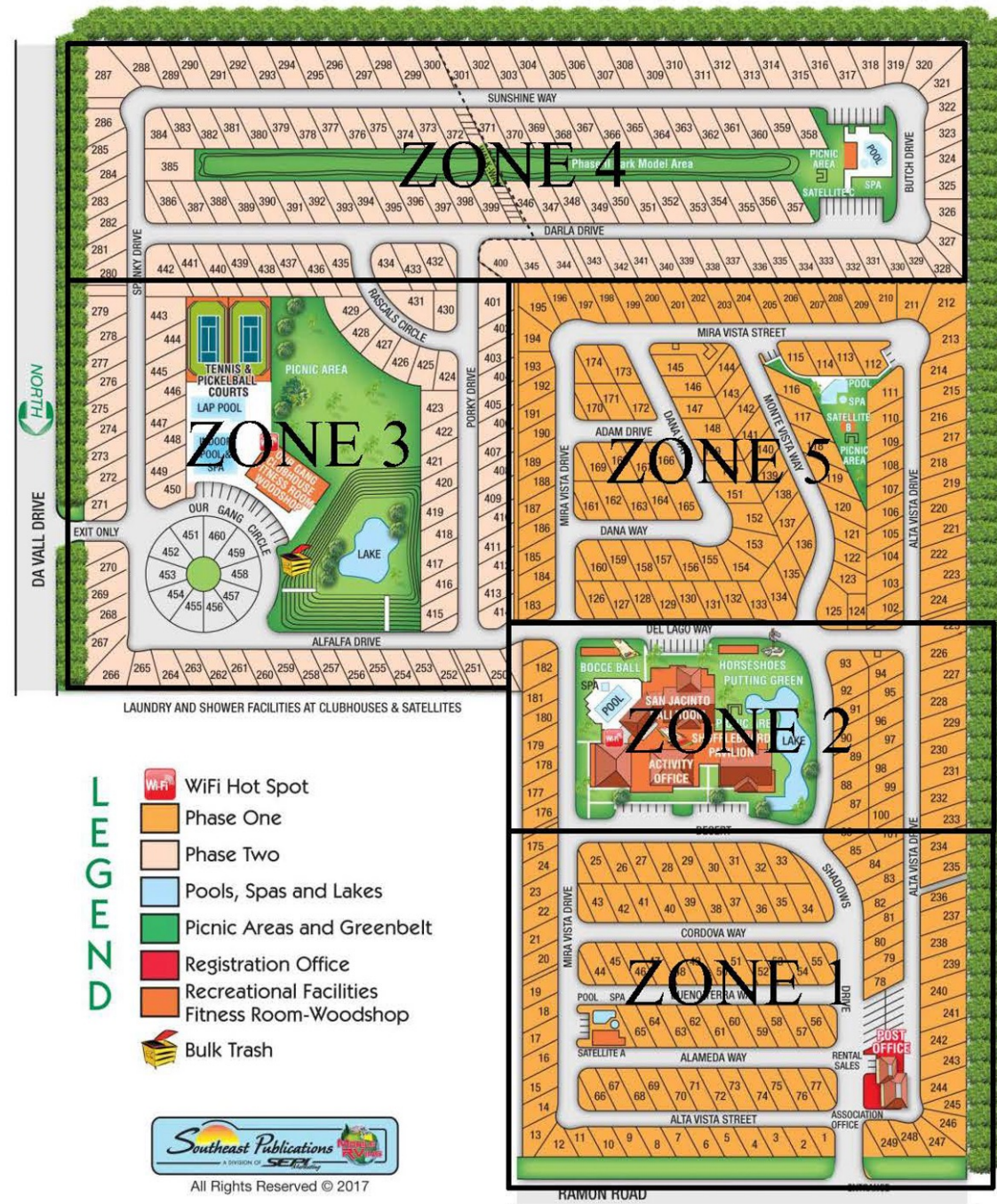
We will be adding 2 additional Center Islands continuing the pattern set by the existing (2) entrance center-islands. This includes Palm Trees, lights & Colorful flowers.



We are going to add colorful flowers and plantings to end caps and pots in selected areas

Priority Project 2 Is located in Zone 3:

After extensive evaluation of our Activities & Amenities, the task force agreed that improving our pickleball facilities represented the best strategic opportunity to enhance the value of our resort.



- **When searching for a resort or community, pickleball has now overtaken pools. 62% of respondents are asking for pickleball.**
- **Pickleball is the fastest-growing sport in America for the past three years.**
- **Zillow Sees House Listings Mentioning Pickleball Increase By 64%.**
- **Pickleball has become so popular that RV resorts are racing to either convert some of their existing tennis courts into pickleball courts or to build brand new pickleball courts altogether.**
- **“Pickleball has become a mandatory, expected amenity (for RV resorts) to be considered a five-star property that caters to active adults,” said Greg Sidoroff, vice president of operations for La Jolla, California-based SunLand RVResorts.**

- 2017 - 3,132,000 players
- 2018 - 3,301,000 (5.4% growth)
- 2019 - 3,460,000 (4.8% growth)
- 2020 - 4,200,000 (21.4% growth)
- 2021 - 4,820,000 (14.8% growth)
- 2022 - 8,900,000 (**85.7% growth**)
- 2023 - There are **36.5 million** pickleball players in the United States according to [new data released](#) in January 2023 by the [Association of Pickleball Professionals \(APP\)](#).

Pickleball Growth:

- In the 2023 -2024 DSRV Snowbird season we had 6 different tournaments, round robin plays, and ladder events.
- Tournament Organizers had to rotate players often for the events because they had more players signed-up, then we had available courts...
- Tuesday, Thursday, & Saturday mornings from 8-noon you will often find between 50-60 players plus on the courts.
- Afternoon and Free play has increased significantly because of the over-crowded morning courts.

Pickleball Growth and Importance at DSRV...

Pickleball from the sky at DSRV
seems to look good:





At ground level DSRV Pickleball challenges become more apparent. (Overcrowding...)



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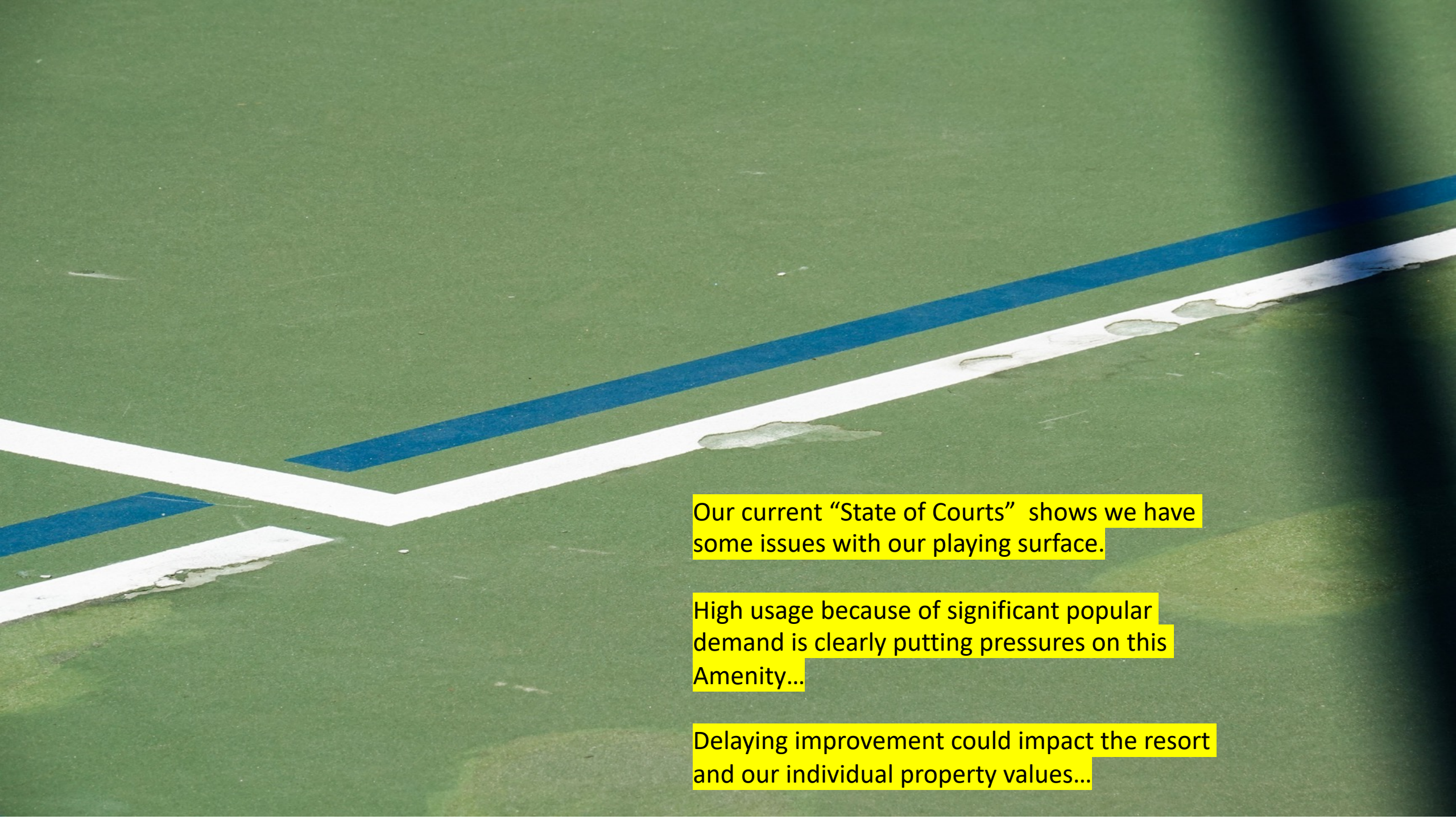
On a typical Day 50-60 people are on the courts at DSRV.



Our Local Competition: Do you see the competitive issue?



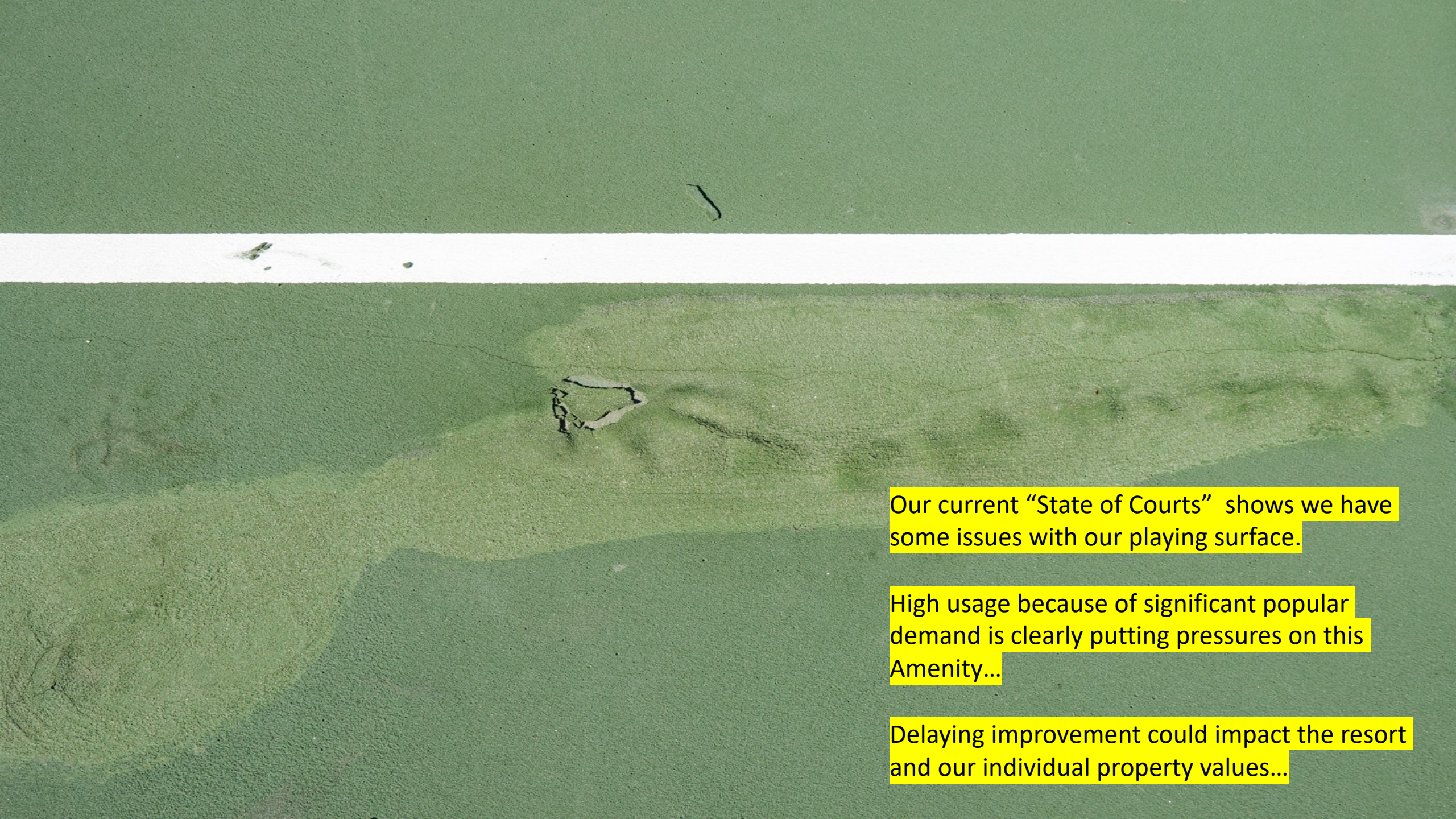
Research has revealed people evaluate the Amenity of Pickleball when selecting a Resort.



Our current “State of Courts” shows we have some issues with our playing surface.

High usage because of significant popular demand is clearly putting pressures on this Amenity...

Delaying improvement could impact the resort and our individual property values...

A photograph of a green tennis court surface. A white line runs horizontally across the middle of the frame. Below the line, there is a small, irregular hole in the green surface, revealing a lighter material underneath. The background is a solid green color.

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LOAM (Landscape & Outdoor Amenities Masterplan)

1) THE MISSION OF DESERT SHADOWS RV RESORT IS TO PROVIDE AN ENVIRONMENT FOR A THRIVING SEASONAL 55+ COMMUNITY.

2) WE NEED TO STAY COMPETITIVE IN THE RESORT COMMUNITY

3) INVESTING IN AN IMPROVED “FIRST IMPRESSION” - IMPROVES THE VALUE OF OUR RESORT & OUR INDIVIDUAL PROPERTIES.

4) INVESTING IN THE AMENITY OF PICKLEBALL – IMPROVES THE VALUE OF OUR RESORT & OUR INDIVIDUAL PROPERTIES

THIS IS A RESEARCHED, POSITIVE, AFFORDABLE INVESTMENT FOR OUR PROPERTY OWNERS...