



MY PARK
INITIATIVE

Pickleball at Snyder Park



...

Public Need

- Existing Court count is insufficient for the demand
- Long wait times to play
- Experienced players are leaving the city to play
- New players play one or no games at all
- Game duration & social nature requires large density of courts in one location
- You can just show up by yourself
- Pickleball was the top sports priority for improvement in the recent Park & Recreation community survey
- Pickleball unifies a very diverse community



Public + **Private Solution**

Built By Locals For Locals

Fort Lauderdale is one of America's favorite small cities and urban centers to live, work, play and vacation. With Fort Lauderdale's "My Park Initiative", we will build the premier and most exciting place in the country to play pickleball and be the go to destination for the sport. Along side we will support Snyder Park enhancements and programs for local youth, special needs, and seniors.

Every structure, every court built, and every program implemented is for our local community.

After all, we live here too.

...

Snyder Park

“My Park Initiative” will return Snyder Park’s Lake Front Beach to what it once was.





One of the country's first urban + green space pickleball destinations located in the heart of Fort Lauderdale. Nestled within a 92 acre, 55 year old nature park surrounded by native Florida foliage, just minutes from an international airport, cruise terminal, hotels, downtown core, and local residences.



Planned Amenities

Fort Lauderdale Pickleball Club

- 41 Tournament Grade Pickleball Courts
- 10+ Covered Courts for All Day Play
- Elite + Wheelchair Courts
- Center Court "Stadium"
- Clubhouse
- Locker Rooms
- Training Center
- Pro Shop

Lake House

- Bocce Courts
- Shuffle Board Courts
- Beach Volleyball / Beach Tennis
- Corn hole + other outdoor activities
- Natural shaded lake side experience
- Portable Special Event Stage
- Pop Up Art Shows within venue
- Restaurant

Snyder Park

My Park Initiative established to Inform, Educate, & Elevate Mental & Physical Fitness. In partnership with City Parks & Rec & residents to enhance Snyder Park's facilities and community programs.

My Park Initiative at Snyder Park



MY PARK INITIATIVE
A PUBLIC - PRIVATE COMMUNITY PROJECT
FORT LAUDERDALE, FLORIDA

Preliminary Layout Concept



Brad Tuckman

Fort Lauderdale Resident



In 1997, My wife, Shona, and I launched our Fort Lauderdale based content company which scaled to 6 continents and 3000 team members, and after 24 years we exited to Accenture (ACN).

Entrepreneurial at heart, we are team builders, motivators, and strong business operators with respect, kindness, and a passion to exceed all expectations.

My father, 75, has played pickleball for 12 years and is a healthier and happier person because of it. I too have grown healthier, fitter, and have made amazing new friends from all walks of life. Pickleball has truly made our lives better.

We love the sport, the people who play it, and excel at building successful teams. We truly see this project creating an environment where our neighbors can go to be themselves, get fit within a beautiful park setting and create lasting friendships.

It's our goal to make Fort Lauderdale the best place to play pickleball in America!



Rich Campillo

Fort Lauderdale Resident



For over 30 years, Rich lived and worked in Asia, Europe, Latin America and the USA. He held senior executive positions at Nestlé including CEO Nestlé Professional (Food Service) Latin America, President Nestlé Canada Ice Cream and Senior Vice President Cereal Partners Worldwide.

Since returning to the USA in 2015, Rich has focused on giving back to the community and has been recognized as a servant leader for the various programs he has established and for the mentoring of nonprofit leaders.

Rich and his wife discovered pickleball accidentally while riding their bikes in Holiday Park. He became addicted and over time became known as the “mayor of pickleball”.

He is excited to be part of building one of the largest pickleball facilities in the country and making Fort Lauderdale the most fun pickleball destination in America and on every player's bucket list.



THANK YOU

MY PARK
INITIATIVE