

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2023

H.B. 260
Mar 2, 2023
HOUSE PRINCIPAL CLERK

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HOUSE BILL DRH10117-MCa-61

Short Title: Diversity in Pickleball Pilot Program. (Public)

Sponsors: Representative Roberson.

Referred to:

1 A BILL TO BE ENTITLED
2 AN ACT TO PROVIDE FUNDS TO NORTH CAROLINA STATE UNIVERSITY FOR A
3 PILOT PROGRAM IN WAKE COUNTY TO INCREASE DIVERSITY IN THE GAME
4 OF PICKLEBALL.
5 The General Assembly of North Carolina enacts:
6 SECTION 1. There is appropriated from the General Fund to the Board of Governors
7 of The University of North Carolina the nonrecurring sum of ten thousand one hundred twelve
8 dollars (\$10,112) for the 2023-2024 fiscal year to be allocated to the Department of Parks,
9 Recreation and Tourism Management in the College of Natural Resources at North Carolina State
10 University for a pilot program located in Wake County seeking to enhance diversity in the sport
11 of pickleball. Pickleball provides important public health benefits. In older adults, pickleball has
12 been found to help participants meet (or exceed) CDC requirements for physical activity, increase
13 social and community connections, and contribute to psychological well-being. The sport also
14 has the capacity to help all ages with intergenerational connections, enhance critical thinking,
15 and facilitate social collaboration. Currently the sport is underrepresented by people of color
16 despite it having the capacity to be multicultural and socioeconomically inclusive since it has a
17 low cost of entry, high ease-of-play, and is offered through public recreational facilities. The pilot
18 program shall consist of the following: (i) at least two focus groups with people of color to gain
19 insight into how to best create and promote a program aimed to increase diversity among
20 pickleball participants; (ii) creation of a branded program, including name, logo, and physical
21 and digital marketing materials; (iii) marketing of the program, in coordination with community
22 partners, using websites, social media, direct email, event days, and demonstrations; (iv) a
23 four-week session held both in the fall of 2023 and the spring of 2024 at Method Road and Chavis
24 recreation centers in Raleigh; and (v) post-program evaluation and creation of a toolkit that can
25 be used to implement similar programs for parks and recreation departments and other
26 community organizations across NC. Funds appropriated in this section do not revert but remain
27 available to the Department for the purposes provided herein.
28 SECTION 2. This act is effective when it becomes law.

