

Plainfield Charter Township
Board of Trustees
6161 Belmont Ave NE
Belmont, Michigan 49306

Dear Trustees:

I am writing to formally request approval for a new **On-Premises Development District Class C Liquor License** for the Great Lakes Pickleball Club at 4180 Jupiter Avenue NE within the Plainfield Avenue Corridor Improvement District.

We were recently approved to operate our new facility, and this license is an important component in ensuring the long-term viability of our project. It will allow us to enhance the guest overall experience, support a 'play & stay' environment, and position the facility as being a destination landmark within the corridor, rather than a single-purpose recreational use.

Located just north of the bustling corner at Plainfield Avenue and Jupiter Avenue NE, our vision is to build a vibrant, community-centered gathering place that directly supports the goals of the Reimagine Plainfield Plan.

Great Lakes Pickleball Club is designed to be more than a place to play pickleball. It is intended to function as a welcoming, active 'third space' where players, guests, and the broader community can gather, connect, and spend time before or after play or at an event. Guests will have the ability to relax in one of our many seating areas, inside or outside, creating opportunities for social interaction, longer visits, and increased engagement with the site.

In addition to recreational uses, the facility will provide flexible space for corporate meetings, team-building events, community gatherings, private events, and fundraisers. The outside patio service area strengthens our connection to surrounding corridor businesses and neighborhoods. The building design, which includes large window bays and garage doors, promotes visibility, openness, and a welcoming, inviting environment.

Great Lakes Pickleball Club will include:

- Four Indoor Pickleball Courts
- Golf Simulators
- Lockers Rooms
- Private Office/ Workspace Areas
- Food & Beverage Concessions
- Outdoor Patio Area
- Corporate Retreats & Team Building Programming
- Community Meetings & Event Space

Our business strongly aligns with the goals of the Reimagine Plainfield Plan by:

- Activating an underutilized space
- Helping build a vibrant, people-centered destination
- Increasing pedestrian & vehicle traffic to local businesses
- Creating a community 'Third Place'
- Strengthening business-to-business relationships within the corridor
- Improves the perception of safety through consistent activity and visibility
- Promoting health, wellness, and active recreation lifestyles
- Reinforces district identity & Placemaking goals

Approval of the requested On-Premises Development District Class C Liquor License supports the long-term sustainability of the Great Lakes Pickleball Club as a year-round destination. It will enhance economic activity, strengthen community connection, and contribute to the growing vitality of the corridor.

Thank you for your consideration and for your continued leadership in advancing thoughtful development to Reimagine Plainfield.

Sincerely,

Brandon Teets

Great Lakes Pickleball Club
4180 Jupiter Avenue NE
Grand Rapids, MI 49525