

Placer Valley Tourism



In This Issue:

Craig Fraser

Courtside's Pickleball Program Tournament Director is gearing up for the Firecracker Frenzy.

USSSA World Series

All-Stars Tournaments brings the Road to the World Series Tournament to Placer Valley.



Dee Larsen, former TBF Racing Coach, is honored in TBF's July Mountain Bike Series.

TBF Racing Dee Larsen Mountain Bike Series

Tribute races honoring TBF Coach Dee Larsen's legacy and love for the outdoors.

PVT NEWS

Recap of multipurpose indoor sports facility feasibility study.

Upcoming Events

PVT Progress By The Numbers

Like us on **Facebook** 

Follow us on **twitter**

Craig Fraser

Pumping up Pickleball in Placer Valley



Around three years ago Craig Fraser began playing the fastest growing sport in America - pickleball - a sport that combines elements of tennis, badminton and ping-pong and can be played on badminton sized courts either indoors or outdoors. He had watched on the sidelines as the community he resides in, Sun City Lincoln Hills, was rapidly growing their own pickleball club and his wife Lynn continued to urge him to give it a try. Finally he did and the rest is history.

"Initially I was not convinced because it looked like a bunch of old people hitting a ball," explained Fraser. "Boy was I wrong! Pickleball is definitely a challenging and rewarding game that the baby boomers have made their own and it continues to grow exponentially in all age groups," Fraser added.

Currently Fraser is keeping busy not only playing pickleball but also as the Tournament Director for the Courtside Pickleball Program. He explained that Jacob Biagi, owner of Courtside in Rocklin, who opened his facility in May of 2014 and has developed an excellent basketball program for all ages to meet the increased demand for league play in Placer Valley, realized there was also a demand for more pickleball courts in the area.

"In an effort to utilize his space more effectively he moved forward with laying out 11 pickleball courts on his five basketball courts," Fraser elaborated. "Courtside's basketball program is generally in the evening, while their pickleball program is scheduled for mornings during the school year and

afternoons in the summer."

Next up for Fraser is the inaugural Firecracker Frenzy Pickleball Tournament that will take place on July 1-2 and is their biggest one to date with nearly 150 players registered. Placer Valley Tourism and Courtside are offering \$100 cash prize to the first place teams in mixed doubles 3.0 and higher.

"It is set-up as a skill based tournament with a round robin format which promotes a fair playing field with your competitors and the ability to play more games than a double elimination tournament," stated Fraser. "Additionally we are offering a beginner/novice bracket for all those that have just started or are not sure of their level of play- it's a great way to get started with your first tournament."

[Click here for more information about the Firecracker Frenzy.](#)

Road to the World Series for 14U Girls Fastpitch
USSSA Tournament Heats up the Placer Valley
Softball Fields July 12-18



All Star Tournaments and Placer Valley Tourism are thrilled to announce that the USSSA World Series 14U Girls Fastpitch will be held in Placer Valley this July. Games will be played July 12-16 on fields in Roseville and Lincoln. Every team is guaranteed six games and teams from California, Oregon, Washington and Arizona are coming to compete in hopes of winning the stunning and highly sought after USSSA World Series rings.

This five day tournament will kick-off with two remarkable pre-events. On Sunday, July 10 teams are invited to attend a River Cats game where discount tickets will be available for all registered players and will encourage team bonding in a fun and relaxing setting before the competition begins. Then on Monday, July 11 the action heats up with a college prep clinic where coaches from Oregon Ducks, Penn State, Sacramento State and William Jessup University will be on hand. Players must preregister for this event as space is limited.

Stephanie Oliver, President of All Star Tournaments, explained that they are honored to be hosting an event of this magnitude that allows Elite/Select, A, B, and C to compete in the USSSA World Series. Oliver commented, "C is the recreational level of play, however, many rec teams are very competitive and they don't get the opportunity to play at this caliber very often, which is why we are so excited to be able to include them in our World Series."

There will be live streaming of all games which not only adds to the excitement for these youth players, it also allows friends and family members who couldn't travel for the games to cheer on their players from wherever they are.

[Click here for more information about the USSSA World Series 14U Girls Fastpitch.](#)

Dee Larsen Memorial Mountain Bike Series

TBF Racing Honors Former Coach



The memorial tree for Dee Larsen on the Granite Bay Trail.

For more than 25 years Total Body Fitness (TBF) has been at the forefront of outdoor fitness in Placer Valley by offering training programs for a variety of activities and competitions that not only help people get in shape and lose weight but inspire a love for the outdoors.

One of their most popular types of events is the mountain bike series that take place at Granite Beach in the Folsom Lake State Recreation Area on the amazing trails that hug the lake making for a challenging yet scenic ride. Experienced to novice athletes are always welcome to compete and enjoy these rides.

In 2015 they renamed their Wednesday Night MTB Series to the Dee Larsen Memorial MTB Series as a tribute to the beloved former Coach for TBF Training. Owner and founder of TBF Racing, Bill Driskill, explained that Larsen was a key staff member for TBF and had traveled to Thailand with TBF Travel as well as raced in the Race Across America (RAAM) as part of an all-women team that won and still hold the record time.

"Dee battled cancer for more than five years and passed away in October of 2014, she was a fierce inspiration to many people, not just because of her battle against cancer, but because of her lifelong passion for fitness and exercise," stated Driskill. "She coached and mentored athletes at both our events and in our classes and clinics for over 10 years and

will be remembered by the multi-sport community for her outstanding and positive

attitude and willingness to always help someone new to the sport."

Driskill noted that her proudest accomplishments though were her three children: Antonio, Zack and Stevie. Her daughter Stevie, who resides in Sacramento, comes out and races with TBF at most of their mountain bike races and she plans to ride the RAAM in her mother's honor as well.

It's not too late to register or participate in these races. The dates are July 6, 13 and 20 with packet pickup or same-day registration beginning at 5 p.m. The categories of competition are:

- Junior (14-under): 1 laps | 4 miles
- Novice/Novice HS (High School Riders): 2 laps | 8 miles
- Sport/Sport HS/Single-Speed: 3 laps | 12 miles
- Expert/SS Expert/Pro: 4 laps | 16 miles

[Click here for more information about TBF Racing Dee Larsen Memorial MTB Race Series.](#)

PVT NEWS

Multipurpose Indoor Facility Feasibility Study

Placer Valley Tourism retained Hunden Strategic Partners (HSP) to conduct a market and feasibility study that would examine the need for a multipurpose indoor facility within the PVT footprint of Roseville, Rocklin and Lincoln.

Currently within our market there are only two indoor facilities both which are primarily geared for basketball and can only accommodate mid-sized events. However there is no large multi-purpose indoor facility focusing on other sports, meetings or trade shows that would enable Placer Valley to successfully

compete with other sports tourism centers for new or existing major events.

HSP thoroughly researched and analyzed the demand for a multi-purpose indoor facility as well as venue options, economic impact, location possibilities and opportunities created from this proposed project and presented their findings at a meeting in early June.

The result of their analysis was clear: an indoor sports complex should be developed based on the market supply and demand for indoor sports within Placer Valley. Additionally, within one year the facility is estimated to generate 35,000 to 42,000 new room nights.

Highlights from HSP recommendations include:

- **Develop a new indoor sport facility that can accommodate multiple types of sports tournaments and in turn capture larger events of each type that will lead to a greater impact in the community.**
- **Devise a model to reinvest a portion of economic impact to the proposed facility.**
- **The economic, fiscal and employment impact from an indoor facility will be significant as it will spur new jobs, spending, hotel room nights and local taxes.**

For a copy of the Executive Summary please contact our offices at 773-5400.

PVT by the Number

July Events



The ASA 14U Western Nationals will take place at fields in Roseville and Lincoln on July 25-31.

Room Nights Sold

May 2016: 55,112
May 2015: 52,498
YTD: 252,031
Prior YTD: 241,954

Occupancy

May 2016: 77.7%
May 2015: 74.0%
YTD: 73.0%
Prior YTD: 70.1%

Sport Events

- [Firecracker Frenzy Pickleball Tournament:](#) July 1-2, Rocklin
- [USA BMX Racing:](#) July 2-3, 9-10, 16-17, 23-24, 30-31, Roseville
- [Basketball Tournaments at Hardwood Palace:](#) July 2-3, 9-10, 23-24, 30-31, Rocklin
- [USSSA Softball Tournaments:](#) July 2-3, Lincoln
- [TBF Racing Dee Larsen Memorial Race Series:](#) July 6, 13, 20, Granite Bay
- [ASA Softball Tournaments:](#) July 9-10, 16-17, Lincoln
- [AAU Basketball Tournaments:](#) July 9, 16, 23, 30, Rocklin
- [Copa Do Campeonato Soccer Tournament:](#) July 9-10, Cherry Island Soccer Complex
- [USSSA Fastpitch 14U World Series:](#) July 11-16, Roseville & Lincoln
- [Norcal Swim League Championships:](#) July 16-17, Roseville
- [USSSA All Stars Tournament:](#) July 2-3, 16-17, Roseville & Rocklin
- [Junction City Silver Cup:](#) July 16-17, Roseville
- [Speedo 2016 Summer Sectionals:](#) July 21-25, Roseville
- [Johnson Ranch USTA Round-Up:](#) July 22-23, Roseville
- [Cassy Rowe Soccer Tournament:](#) July 23-24, Cherry Island Soccer Complex
- [ATA Taekwondo Tournament:](#) July 23, Rocklin
- [USTA Sierra View Sizzler Junior:](#) July 23-24, Roseville
- [ASA 14U A Western Nationals:](#) July 25-31, Roseville & Lincoln
- [CCA Cornhole Championships:](#) July 30-31, Roseville

Community Events

[Fire Station Open House:](#) July 2, Roseville

[City of Roseville Fourth of July Celebration:](#) July 4, Roseville

[Run Crime out of Roseville 5K:](#) July 4, Roseville

[City of Lincoln Fourth of July Celebration:](#) July 4, Lincoln

[Movie in the Park:](#) July 9, 23, Roseville

[Thunder Valley Entertainment Series:](#) July 9, 15-17, 22-23, 29-30, Lincoln

[Campfires at Maidu:](#) July 15, Roseville

[Set Your Record:](#) July 16, Roseville

[Night out at the Museum:](#) July 16, Roseville

[Townsquare Concert Series:](#) July 16, Roseville

[Concerts at Quarry Park:](#) July 23, Rocklin

[Heroes On Ice:](#) July 30, Roseville



Like and Follow

Facebook.com/PlacerValleyTourism
@PlacerTourism

PVT

