



PLACER VALLEY

ROSEVILLE • ROCKLIN • LINCOLN

California's Sports Destination

PRESS RELEASE

For Immediate Release

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Courtside Basketball Center Opens!

New 5 court facility offers the Ultimate Basketball Experience

ROCKLIN, CA - In January 2014, Placer Valley took a step further in the sports market by having yet another top-notch sporting facility open. [Hardwood Palace](#) General Manager Royce Browning has leased the 38,000 square foot building that sits roughly 100 yards from his current indoor facility giving him 13 wood courts to utilize.



[Courtside](#) is a modern, completely redone indoor space and a fully equipped basketball building. It has 5 hardwood courts, wireless scoreboards, 4 bathrooms, and windows all around to give the building a very "open feel." The building even offers its guests free WiFi during their visit. The entire remodeling process took about 4 months which consisted of laying the hardwood floors piece by piece,

painting the inside, installing 10 adjustable baskets, mounting scoreboards and other technical and mechanical pieces throughout the building. Browning and Biagi moved the process through quickly so that this beautiful space would be open for play in 2014.

Xtreme Hoops (the current main user of Hardwood Palace) now has the opportunity to expand to all 13 courts between the 2 buildings. Players and spectators enjoy not having to travel to off-sites for large tournaments but instead they can just walk across the parking lot to catch all of the action. Speaking of large tournaments, with the 13 court availability, Browning is looking forward to the opportunity to host national events and greatly increase hosting capabilities for even bigger camps/clinics.

Jacob Biagi manages the Hotshots group who are the main users of Courtside during the week. Browning with Xtreme Hoops and Biagi with Hotshot have both built the perfect partnership in the opening of Courtside. Hotshots completely fills the facility during the week and Xtreme Hoops does the same on the weekends. Courtside is full all the way through June and the intent is to fill the remainder of the year with national events, camps, and clinics.

Together these 13 courts will be home to more than just basketball. Although that will be the main use, [Placer Valley Tourism](#) is partnering with Browning and Biagi to utilize the space when it is free for other events. PVT envisions placing a variety of indoor events in the space like wrestling, weightlifting, martial arts, cheer, dance, gymnastics, and more. PVT has already booked an event for the weekend of June 20-21 for the Courtside building. The first ever California Cornhole State Championships will take place under the direction of PVT and the [American Cornhole Organization](#). This is just one of many events that will come out of the PVT and Hardwood Palace/Courtside partnership.

Placer Valley Tourism [PVT] is made up of the 23 hotels in Roseville, Rocklin and Lincoln, California. PVT recruits and supports hundreds of annual events with grants, marketing, volunteers, and other services as needed. To learn more about how PVT can help bring your event here, visit www.playplacer.com or call (916) 773-5400.

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If you'd like more information about this topic, please call Placer Valley Tourism at (916) 773-5400 or e-mail Kyle Corbett at kcorbett@placertourism.com.