

In The Kitchen

A Winning Alliance: Long Island Pickleball Paddlers and Pickle N Par

By Riley Watkins 🍷

Smithtown, New York is home to a dynamic partnership between [Long Island Pickleball Paddlers, LLC](#), led by Reza Kolahifar, and [Pickle N Par](#), led by General Manager Andrew Ritter. Since Pickle N Par opened in 2019, this collaboration has transformed the facility into a bustling hub, filling courts, boosting membership, and fostering a tight-knit community. Their story offers a blueprint for club owners and operators seeking to maximize their facilities through strategic alliances.

Reza Kolahifar, head of Long Island Pickleball Paddlers, noticed untapped potential at Pickle N Par when he saw open court times. Leading a group of about 200 dedicated players who focus on higher-level play, Reza began scheduling early morning sessions from 7-9 a.m., three times a week. “We filled those courts quickly,” he says. “Players told us their days were noticeably better when they started with pickleball.” This initiative not only

maximized court usage but also strengthened the bond between the Paddlers and Pickle N Par.

The partnership evolved organically. Reza’s club organizes DUPR rating sessions, attracting competitive players who value structured, skill-based play. “It’s a win-win,” Reza explains. “The facility appreciates the steady stream of players we bring, and our members benefit from a top-tier venue.” This synergy has filled all courts during these morning slots,





where high population density and limited space make outdoor courts scarce.

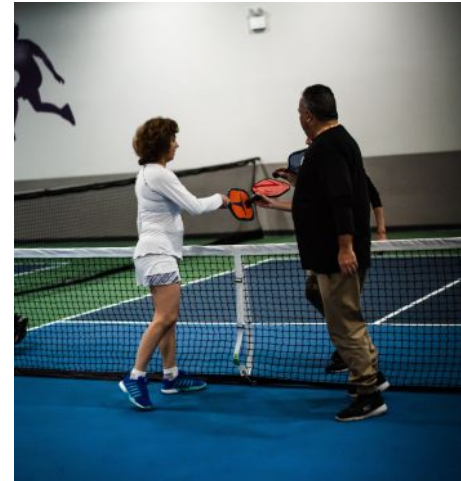
Andrew's vision for Pickle N Par draws inspiration from the TV show Cheers, aiming to create a place "where everybody knows your name." Staff are trained to build personal connections with members, fostering a sense of belonging that keeps players returning. "It's not just about the game," Andrew emphasizes. "It's

creating a vibrant atmosphere.

For Andrew Ritter, Pickle N Par's general manager, the partnership has been pivotal. As Long Island's only member-based pickleball club, Pickle N Par has grown to over 4,000 members across two locations, with a third set to open soon. "Reza's group has been instrumental in our growth," Andrew says. "Their commitment brought in dedicated players who share our passion for the sport and community." Beyond pickleball, the club offers unique amenities like golf simulation, catering to a diverse clientele in a region

about creating a community where people feel valued." This focus has resonated, with members citing the welcoming environment as a key reason for their loyalty.

The partnership's



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success stems from its mutual benefits. Reza's club ensures courts are utilized during off-peak hours, optimizing the facility's operations, while Pickle N Par provides a premier venue that elevates the Paddlers' experience. The early morning sessions have become a cornerstone, with players enjoying both competitive play and the camaraderie that follows. The club's growth to 4,000 members reflects the power of this collaboration, as does the anticipation for the third location.

For pickleball club owners, this partnership offers valuable lessons. Aligning with local groups like Long Island Pickleball Paddlers can drive membership, fill courts, and create a community-driven atmosphere. Reza's initiative to target open court times and Andrew's commitment to a welcoming environment demonstrate how collaboration can amplify success. As Reza puts it, "It's about bringing people together to share their love for the game." Andrew adds, "When you build a community, the courts take care of themselves."

With Pickle N Par expanding and the Paddlers thriving, this partnership exemplifies how strategic alliances can elevate pickleball facilities. By fostering relationships with local clubs, offering incentives, and prioritizing community, club owners can replicate this model to drive growth and create lasting impact in their own communities.

