



High 5

It's Where We Celebrate!®

Serving, Entertaining, & Delighting Communities since 2016

June 17th Update



Campaign

June/July/Aug 2026
Oct/Nov/Dec 2026

Launch

Soft Opening
Grand Opening

Construction

Phased Construction
Soft / Grand Opening



From Via Coconut



Two x 18-hole Minigolf Courses



Entrance SportsPark Blvd



Indoor/Outdoor Bar



Indoor/Outdoor Bar

EXIT



Estero Pickleball Club – Indoor



Estero Pickleball Club – Indoor Neon



Estero Pickleball Club Pro Shop



High 5 Exchange Bowling & Arcade



Coming Soon

High 5 Estero

SOUTH FLORIDA, GET READY.

Bowling, Arcade, Virtual Reality, Mini Golf, Pickleball.
And so much more.

YOUR EMAIL ADDRESS

ME POSTED →



ESTERO, FLORIDA

Redefining entertainment in South Florida.

Located at the heart of a new sports and entertainment district, High 5 Estero delivers everything you love — bowling, arcade, virtual reality, and elevated dining. Plus the adjacent Estero Pickleball Club, a premier 21-court indoor/outdoor facility bringing year-round energy to the venue. From competitive play to laid-back nights out, this is your go-to destination for nonstop action and unforgettable experiences.

21810 SPORTS PARK BLVD • ESTERO, FL 33928



HIGH 5 EXCHANGE - COMING TO ESTERO

Coming Soon ★ Coming Soon ★

EsteroPickleballClub.com

High5Exchange.com/locations/estero

16

Bowling Lanes

21

Pickleball Courts

7

World-Class Attractions

1

Sports District

OPENING SOON IN ESTERO · Join the first-to-play list for exclusive updates and early access!



JOIN THE LIST

COMING SOON

A new social pickleball destination is coming to Estero.

JOIN THE FIRST-TO-PLAY LIST →

@ FOLLOW FOR UPDATES

ITS | MEMBERSHIPS | OPEN PLAY | LEAGUES | LESSONS | EVENT

BE FIRST ON THE COURT.

CONNECT WITH US →



Sign up now to get updates on our opening, events, and exclusive first-member perks.

Campaign



- **Q3'26:**

- **Key Hire:** Pete Dellaluna, DUPR PPR USO Pickleball Director
- **Key Hire:** GM, 16-year veteran of operations in Hospitality, F&B, and Service industries
- Website and Social Launch (with subscription and contact)
- 2027 Pickleball Season programming released



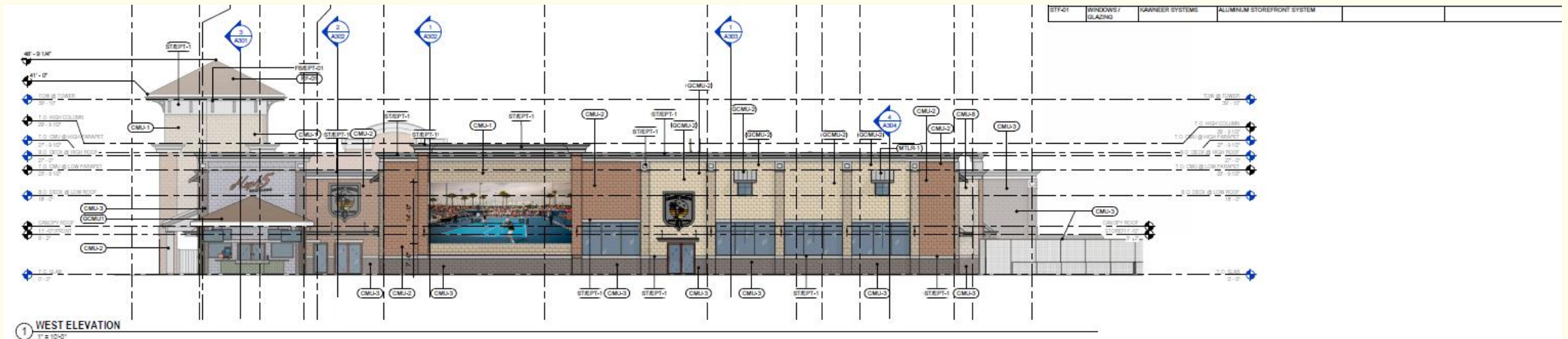
- **Q4'26:**

- Onboard Training and Operating Procedures Finalized
- Full Websites Launch: <https://esteropickleballclub.com> <https://high5exchange.com>
- Attraction Marketing Drip: Pinsetters, Minigolf, Pickleball, Culinary
- Open Event Inquiries and Bookings
- Open Membership Drive / **Finalize Estero Resident Advance Rewards/Benefits**
- Extend Pickleball and Bowling Season Calendar Spring/Summer

Launch



- Q1'27:
 - Job Fair: Late January / Early February (coincides with construction schedule)
 - Soft Opening mid February: Training Parties with VIPs, Village, Contractors, Investors
 - Full-tilt Membership Drive
 - League Meetings for first Leagues | Pickleball and Bowling
 - Expand Booking Events to include Birthday Parties
 - Grand Opening End of February / Early March – all attractions



High 5 Estero Construction



- **Phased Construction:**

- Phase 1: Building Foundation – Completed May 1
- Clear Phase 1 Unconditional Lien Release (Clean Title) and Close Loan – In process
- Phase 2: Building Construction – 6-8 months

- **GC Construction Schedule Phase 2:**

- End June start
- Soft Openings beginning January/February, coordinated closely with Village Staff
- Grand Opening February 28, 2027
- Opportunities for schedule acceleration: Master schedule built on subcontractors' upper range of completion timelines
- Risks for schedule acceleration: Weather



More Than Courts.
More Than Expected.



For YOU Estero!

[AAMA's Finalists for FEC of the Year Award – RePlay Magazine](#)

- **Designed for Generational Connection**
 - High 5 provides experiences that celebrate and honor **every** stage of life.
 - Business Leaders | Teachers | Teenagers | Coaches | Parents | Couples | Veterans | Grandparents | etc.
- **Built for Significant Community & Integrated Development Impact**
 - Rising tide raises all boats – we meaningfully connect with neighboring businesses, retail, entertainment, and restaurants.
 - Support of Local Sports | Schools | Foundations | Special Services | Non-Profits | Diversity | Jobs | Sales + Property Tax.
- **Humbled and Grateful to offer Second Mile Service**
 - High 5 lives its mission by supporting what matters most to the community, modeled by same Chick-fil-A service model.
 - Taking pride in Excellent and Integrity: Every guest matters. How well we serve them shapes their entire experience.
- **Unique & Resilient Business Model in Any Economic Situation**
 - High 5 is a collective of agile businesses under one roof, built to thrive in any market condition.
 - Destinalional | Evolving Attractions | Indoors & Outdoors | Private-Public Partnerships | Unique Kitchen Utilization.



Core Values

Make every guest's day better by joyfully going beyond what's required and expected... it is truly Our Pleasure to Serve.

1. Go the Second Mile

- We look for ways to go above and beyond.
- What this means:
 - Show them you are glad they are here, and help guests before they ask
 - Fix problems big and small quickly and with pleasure
 - Add a little extra care that makes people smile – empathize
 - Remember: Going the second mile is a choice of our heart—and it's what sets us apart

2. Take Pride in Excellence & Integrity

- A clean, safe, high-quality environment for our guests.
- What this means:
 - Clean as you go, no matter who you, where you work, or what you see
 - Take care what matters to guests: delicious, dependable, clean, timely, working, joyous, calming, dependable
 - Show gladness you are here, speak up when something isn't right
 - Remember: If it matters to the guest, it matters to us.

3. Serve with Intention

- How we serve each guest shapes the entire experience.
- What this means:
 - Make eye contact, smile, be friendly, and have FUN
 - Move with purpose and efficiency
 - Treat every guest and every coworker like you're glad they're here
 - Remember: Small moments make a big difference.

4. Care Beyond Our Walls

- We serve our customers—and we serve our community.
- What this means:
 - Treat guests and teammates with agape respect
 - Represent the company with integrity
 - Support and care for our local community inside and outside our walls
 - Remember: Who we are at work reflects who we are everywhere... and vice versa!

Our Promise: We joyfully walk the second mile with our guests – creating experiences worth remembering and sharing. The first mile is what is expected. The second mile is our pleasure.

High 5 The Name Says it All



A “High 5” is a universal symbol of celebration; fitting for one of the most renowned companies in the experiential entertainment destination industry. Originated in the popular town of Austin, Texas, High 5 offers a wide variety of fun activities for people of all ages, complemented with a delicious full-service scratch kitchen and craft bar. High 5 attractions include Bowling, state-of-the-art Arcade, Laser Tag, Miniature Golf, Escape Rooms, Virtual Reality, Axe Throwing, and Revelry, situated on two floors, making it the perfect destination for families, friends, and groups looking to have a good time. Our ultimate differentiator is our “High 5 Way” to the communities and guests we serve – honoring every guest with 2nd Mile Service, and supporting / benefitting local youth organizations, municipal organizations, and non-profits, firmly engraining High 5 as the “go-to” entertainment destination. Per High 5’s trademark: “It’s Where We Celebrate!”

High 5

Our Story



Jenny & Scott Emley, Founders of High 5



Keri & Brad Little, Founders of HeyDay

In 2012, Jenny & Scott Emley sought to build a local, safe, clean, cutting-edge and air-conditioned entertainment center that everyone in Austin enjoyed. The simple premise: strive to make High 5 a place where everything can be celebrated! In 2016, along with several local investors, including two of Scott's Texas Longhorn Football teammates, High 5 opened its doors winning numerous awards for its design, cleanliness, and great service. In 2018, the Emleys met Brad and Keri Little – founders of HeyDay Family Entertainment in Norman, Oklahoma City, and Denison. The Littles were winners of the coveted IAAPA Best Family Entertainment Center in North America. By 2020, the Littles sold their shares in HeyDay to join forces with The Emleys; combining two of the greatest teams in the bowling and entertainment industry. With two locations in Austin and one successful franchise in the Quad Cities (Iowa, called The TBK Bank Sports Complex), High 5 is committed to expand to a community near you. Our key to success is simple: offer the best in entertainment, provide "Second Mile Service" to each of our Guests, and be humble and consistent stewards to the communities we serve. That, and objectively offer the best scratch kitchen and craft bar menu in the city!



The *High 5* Way





When our founding partners first met to define The High 5 Way, it was summarized as The Ideal Birthday Party ... yes, the birthday of a child, but more importantly, a time where the entire family could celebrate. So, we figured out how to make the birthday experience enjoyable and stress-free for the family. Allowing Parents to mingle with other Parents and perhaps enjoy a glass of wine, while not missing a moment of the birthday. The High 5 Team will go to the next level, even loading gifts in the family car to ensure smiles as the family leaves the facility. After all, life is about experiences ... and it is our pleasure to go The Second Mile to achieve that experience every visit, whether it is a birthday, a company party, a fundraiser, or just a night out with your Friends or Family!

High 5

Over 100 Years of Entertainment
Rolling into Your Community



Experienced Executive Team

		Experience	Company Roles
<p>Scott Emley President/ CEO</p> 	<ul style="list-style-type: none"> ▪ Founded High 5 in 2016 ▪ SVP Marketing Everspin Technologies ▪ SVP Operations SMART Modular ▪ SVP Worldwide Marketing Ramtron ▪ Director Embedded Processors Marketing Texas Instruments ▪ BSEE / MBA from University of Texas 	<ul style="list-style-type: none"> ▪ Corporate Development & Growth Strategy ▪ Investor and Partner Relations ▪ Community Outreach & Philanthropy 	<ul style="list-style-type: none"> ▪ Oversight of Tech Systems ▪ Architectural & Construction Mgmt. ▪ Financial Management ▪ Accounting & Tax Reporting
<p>Jennifer Emley VP of Sales & Marketing</p> 	<ul style="list-style-type: none"> ▪ Jennifer has been with High5 since inception, performing an instrumental role in driving all aspects of marketing and brand awareness ▪ Bachelors of Education from Texas A&M 	<ul style="list-style-type: none"> ▪ National & Local Marketing ▪ Sales & Event Goals & Execution ▪ Product & Tactical Marketing 	<ul style="list-style-type: none"> ▪ Brand Recognition & Consistency ▪ PR & Communications ▪ Strategic In-House Event Planning
<p>Brad Little VP of Operations</p> 	<ul style="list-style-type: none"> ▪ Founded and operated HeyDay, successfully exiting in 2020 with three stores, totaling 120K+ SF ▪ Special District Judge Stephens County, OK ▪ Staff Attorney OK Court of Criminal Appeal ▪ BA/JD from University of Oklahoma 	<ul style="list-style-type: none"> ▪ Develops and Oversees Operational Systems ▪ Budget Mgmt. Reporting ▪ HR & Legal Oversight ▪ Leadership Development Training 	<ul style="list-style-type: none"> ▪ Team Member Handbook Execution ▪ Facility Asset/Property Inventory & Mgmt. ▪ GM Oversight & Training
<p>Keri Little VP of Hospitality & Attractions</p> 	<ul style="list-style-type: none"> ▪ Founded and operated HeyDay Entertainment, successfully exiting in 2020 with three stores, totaling 120K+ SF ▪ Previous owner of a wholesale popcorn brand with clients in nine states ▪ Floor supervisor of one of OK's largest casinos 	<ul style="list-style-type: none"> ▪ Arcade & Redemption Mgmt. ▪ Attraction Vendor Relations ▪ Arcade & Redemption Purchasing ▪ Hospitality Steps of Service Training & Oversight 	<ul style="list-style-type: none"> ▪ Customer Service Training & Oversight ▪ F&B Menu Development Quality & Oversight ▪ F&B Vendor Relations
<p>Kurt Crooks VP of Info Systems</p> 	<ul style="list-style-type: none"> ▪ Director of Operations HeyDay ▪ B.S. in Enterprise and Organizational Studies from the University of Oklahoma 	<ul style="list-style-type: none"> ▪ Operational Systems Enforcement ▪ Executive Liaison at Director Meetings ▪ Payroll Mgmt. 	<ul style="list-style-type: none"> ▪ Handbook Enforcement ▪ Customer Service Enforcement ▪ GM Direct Report

Highlights

Indoor / Outdoor Entertainment



Bowling & Duckpin



Outdoor Miniaturized Golf



Happy Hour Revelry



Events & Celebrations



Live Music



Immersive Laser Tag



Arcade & Virtual Reality



Experience Rooms

High 5

Scratch Kitchen + Craft Bar

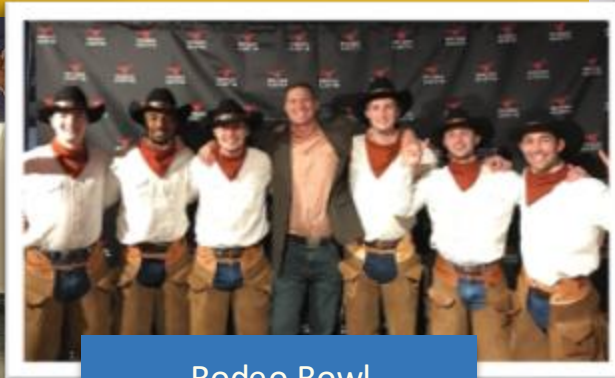


Everything made from quality and as-local-as-possible ingredients, High 5 Scratch Ranch Kitchen features the finest American-Fusion menu in Austin. High 5 also caters by request to several of Austin's most prestigious celebrity events, including Mack, Jack, and McConaughey. *Yes, it's that good.*





SOTX Winter Games with NFL & Team USA



Rodeo Bowl



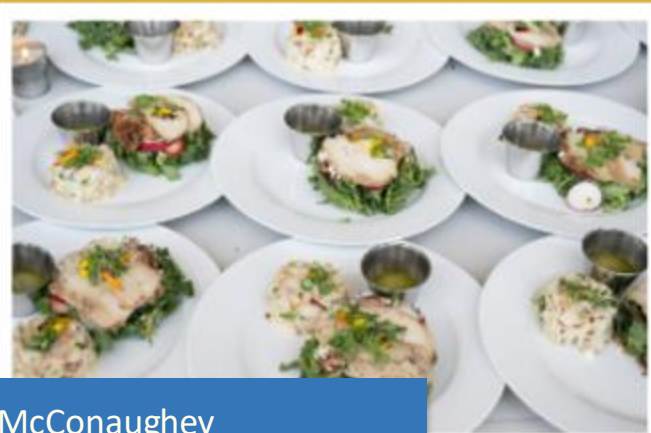
Redding Foundation

High 5

Timeless Community Foundation Fundraisers

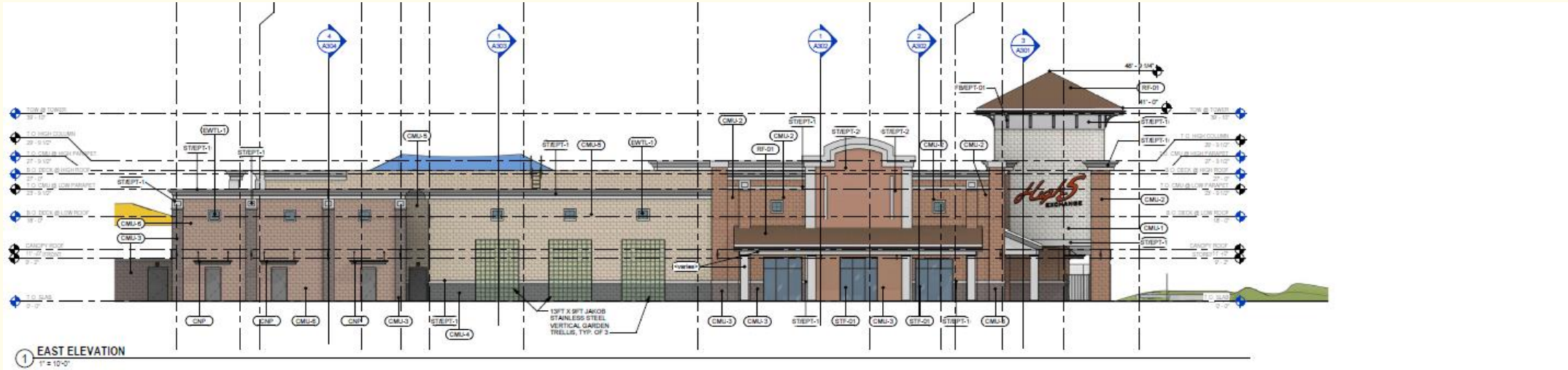


Mack, Jack, and McConaughey

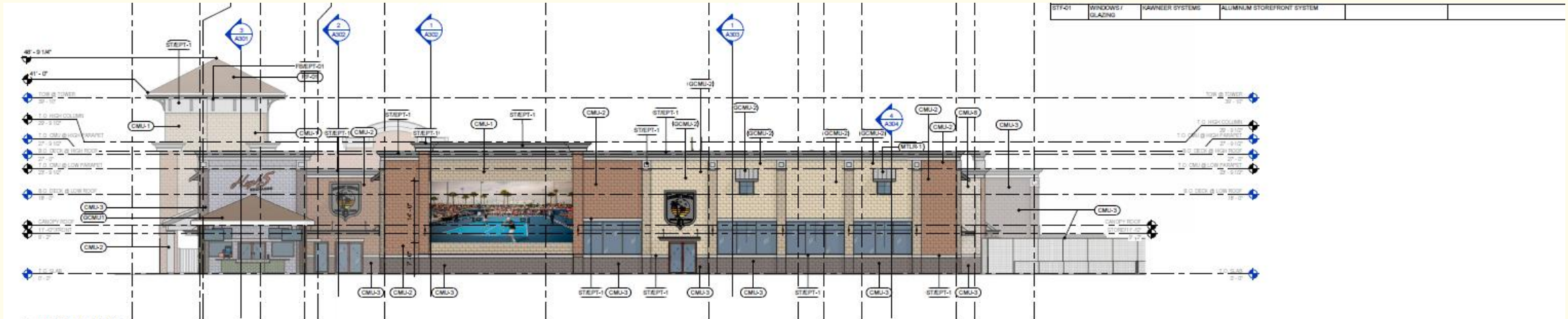


LT Education Foundation Gala

Elevations



Elevations



1 WEST ELEVATION
1" = 10'-0"



2 SOUTH ELEVATION
1" = 10'-0"