

CASE STUDY



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OVERVIEW

Not Your Average Pickleball Club

In Beverly Hills, Michigan, Paddle & Par is raising the bar for social sports venues. What began as a few golf simulators and a bar has transformed into a 48,000-square-foot destination featuring indoor pickleball courts, upscale dining, and a full-service bar—all built for connection and community.

With GoTab powering handheld ordering and scalable tech across the space, guests can roam freely between games, bites, and cocktails—no disruption, no lines. Paddle & Par is proving that the best venues don't just serve food or sport—they serve unforgettable experiences.

This is more than pickleball. It's modern hospitality in motion.

COMPANY

Paddle and Par

INDUSTRY

Pickleball Club

FEATURES

All-in-One Point of Sale (POS)
Handheld POS
Kitchen Display System (KDS)

Paddle & Par

THE SITUATION

Paddle & Par launched with a bold vision: bring luxury, community, and innovation to Michigan's booming pickleball and golf scene. With 11 indoor courts, 5 golf simulators, scratch-made Italian fare, and curated cocktails, it was never meant to be a traditional rec center. It's a lifestyle venue, complete with lounge seating, private event spaces, and soon, an outdoor patio with a fire pit.

"It's far from a typical indoor pickleball and golf facility," said Michael Haener, COO and designer. "We're a sports club, a full bar and restaurant, and one of Metro Detroit's top event spaces."



We chose GoTab because it lets us scale without compromising quality. Guests can order from their court and never miss a serve.

—Michael Haener, COO

THE SOLUTION

The challenge? Delivering seamless service across a massive footprint without sacrificing the premium guest experience.

From opening day, GoTab was integrated to simplify operations and enhance guest flow. Staff use handheld POS devices to take orders anywhere—from courtside to the lounge. QR ordering is rolling out, and PodPlay integration is underway to sync bookings and performance data.

With over \$70,000 in private event revenue just two months in, Paddle & Par's strategy is clearly working.

THE BENEFITS

- ✓ **Roaming Service Made Easy**
Handheld POS devices let staff serve guests wherever they are.
- ✓ **High-End Feel, Tech Efficiency**
No clunky terminals or slowdowns—just smooth, modern service.
- ✓ **Event-Ready Operations**
Streamlined systems handle peak traffic and private bookings with ease.
- ✓ **Revenue Growth**
Early results show 200+ inquiries and \$70K+ in private event revenue within two months.
- ✓ **Built to Scale**
GoTab's flexibility allows Paddle & Par to expand without adding operational complexity.



More Than a POS



GoTab is a restaurant commerce platform designed to optimize **experiences and efficiencies**. Unlike **legacy POS systems**, we are the only platform that prioritizes the guest at the center of the experience. We operate in all hospitality spaces from **fast casual and fine dining** to resorts and entertainment venues with all the stops in between.