



# Pickleball in Coppel



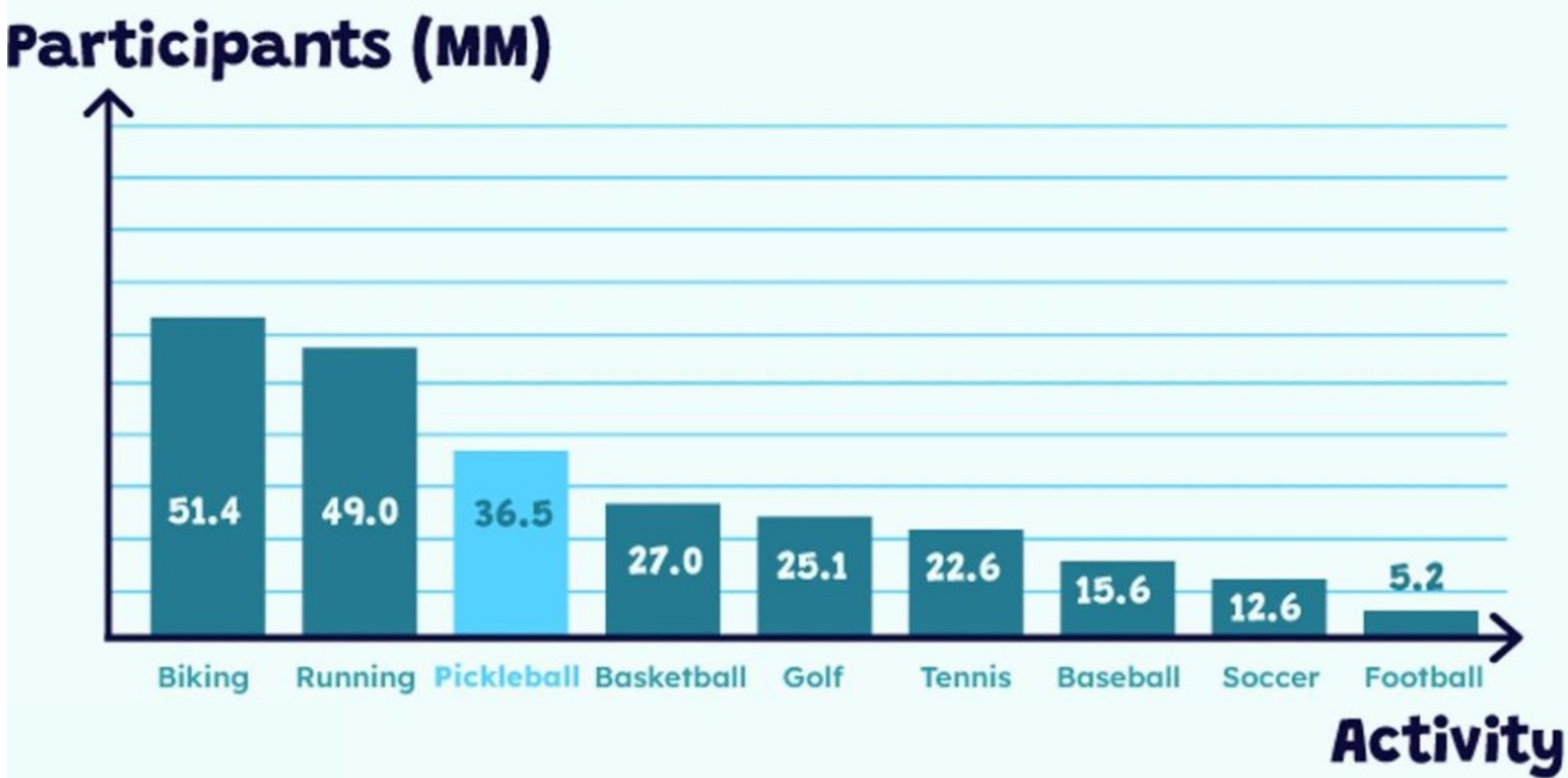
# National Pickleball Growth

- 2021-2022            86%
- 2022-2023            52%

## Key Pickleball Stats for 2023



## Participation Rates for Popular Sports and Activities



Source: [pickleheads.com](https://pickleheads.com) March 13, 2024



# Current State

- 4 Dedicated Pickleball Courts
- 12 Tennis Courts
  - 4 Tennis Courts are “double lined” to make 8 Pickleball Courts
    - *(at least 2X density: 4 players vs. 8 players)*
- Open Play (\$2.50 resident/ \$3.50 non-resident)
  - Tuesday/Thursday/Saturday 9:00 am - 12:00 pm
  - Wednesday 4:30 - 7:30 pm





---

# Current State

- Courts are available for rent ~60 hrs/week
- WW is known for its welcoming open play that embraces people playing in a rotating environment.
- WW is fairly well known and draws people from all over the metroplex.
- No Wagon Wheel Director and historically focused primarily on Tennis.
  - Position vacant since 9/1/2023.





---

# Benefits

- **Revenue**

- Assuming 300+ people/week at open play at \$3.00 each: \$1000/week or \$4000/month
- Assuming pickleball court rentals at 75 courts/week at \$10: \$750/week or \$3000/month

- **Opportunities**

- Pickleball camps for kids similar to tennis camps offered.
- Enhanced exposure and reputation for Coppell.

Supports Coppell's “***VISION 2040 - Healthy & Active Lifestyle***”

---



# History - Court Reservations

- **Coppell’s pickleball growth is exceeding the National growth and now exceeds Tennis**
- **4 dedicated PB courts** = 2272 reservations / court in 2023
  - 4 players / court = **36,356 people**
- **8 dedicated Tennis courts** = 1013 reservations / court in 2023
  - 4 players / court = **32,408 people**
- **4 Hybrid courts** - Use not kept for reservations
- Statistics requested partially provided:
  - Resident vs. Non-Resident not available
  - Hybrid court use is not kept

	2021	2022	2023	'21-'22 Increase	22-'23 Increase
Tennis Courts	7053	7179	8102	1.8%	12.9%
Hybrid (PB and Tennis)	Not Avail	2190	2247	Not Avail	2.6%
Pickleball Courts	2521	5013	9089	<b>98.8%</b>	<b>81.3%</b>



---

# Pickleball Open Play

- Tuesday am, Wednesday pm, Thursday am, Saturday am - 3 hours each
  - In **2023**, between **12,350 - 14,200 people** played in “Open Play”
  - Monthly average 1000+ players
  - **120** people took lessons (Fall 2023/Spring 2024)
  -
-



---

# WW Pickleball Events

- April 2022 - Fundraising tournament and auction
    - (***Raised \$7,000*** to fund all temporary Pickleball Nets, paddle racks, windsocks, balls, and replacement nets!)
  - March 2023 - Wounded Warriors tournament (*Hosted **200+ players***)
  - Spring/Fall 2023 Tuesday and Thursday evening league play.
    - *61 teams and **~200 players** (Fall '23)*
  - Spring/Fall 2024 Tuesday and Thursday evening league play.
    - *(Very popular and now a wait list in place due to lack of courts)*
    - *64 teams and **~200 players** (Spring '24)*
  - February 2024 - King and Queen of the Court
  - Monthly - Beginner lessons
  - Weekly - Drills
-



---

# WW Pickleball Events

- TCD and NETT pickleball leagues play at WW with many teams from other cities.
  - 176 Courts = **704 People** (*Spring 2024 only*)
- Many WW regulars played in local, regional and national Pickleball Tournaments including:
  - *PPA Texas Open in Rockwell (Oasis), and*
  - *PPA Nationals at in Farmers Branch (Brookhaven Country Club)*

**Summary:** People came to play Pickleball at WW over **50,000** times!

---



# Issues

- Wednesday evening and Saturday morning Open Play often has over 100 people:
  - Only 48 can play at a time
    - *(games last 15 - 20 minutes)*
  - Wait times often exceed 30 minutes
- The standing/seating area is often muddy, which finds its way onto courts, and there is no shade.
- ***There aren't enough courts at Wagon Wheel.*** Many people go elsewhere now.





---

# Solution

- **SHORT TERM**

- Hire a Director who promotes Pickleball at least as much as Tennis
- Fix the MUD pit
- “Double line” more tennis courts for peak times of Pickleball Open Play
  - Only 4 of 12 Tennis courts are currently double lined for pickleball
- Raise Non-resident fees to augment funding for more facilities

- **LONG TERM**

- Build more dedicated Pickleball Courts
- PLEASE make Pickleball a higher priority on building new facilities

Supports Coppel’s “***VISION 2040 - Healthy & Active Lifestyle***”

---



# Opelika, AL (*pop. 30,985 in 2020*)

- In 2019, The City of Opelika built a 12 Pickleball court pavilion for \$650K
  - Provides 24/7 Open Play - FREE
  - Hosts several tournaments each year
- In 2021, Opelika built another 12 Pickleball court pavilion with proceeds from the first one

