

## May 19 City Council Work Session

### Pickleball Tournament report and forecast

1. Brief overview of what pickleball is if council members are not familiar with the sport
  - a. Court size, demographics of pickleball
  - b. Growth of the sport nationally.
  - c. Also featured nation news and life style shows
2. Western Slope Pickleball Tournament Series
  - a. We learned of the series and got Gunnison as a part of the series becoming along with Carbondale the 6<sup>th</sup> and 7<sup>th</sup> city to host the series. The others are Durango, Montrose, Delta, Grand Junction, and Glenwood Springs
  - b. We were the first tournament in the series
    - i. 48 Teams came from the 7 cities plus Angle Fire, NM, Surprise, AZ, and Hugoton, KS. We also had 10 local players
    - ii. We used 3 courts at the Rec Center and 6 at Western
3. Tournament success
  - a. 1. Economic Impact statement (attached) \$41,800 to 58,200 using Region 10 and GCOC formulas
  - b. Organization. Thanks to Western and the Rec Center for the help we received
    - i. Western assigned 6 students as staff. Their enthusiasm was infectious.
    - ii. Rec Center personnel – a special thanks
  - c. Comments from the tournament were very positive
    - i. Best tournament ever
    - ii. Best organized we have ever seen
    - iii. Set the bar high for all others
    - iv. Comments came from a survey we sent out and unsolicited comments.
4. State of Pickleball and its fit in Gunnison
  - a. We overwhelm the Rec Center in the summertime. 40 + people for 3 courts
  - b. Growth at Western includes both student and staff
  - c. Using Western Field House helps but their summer programs limit our time there.
  - d. Growth would be much greater if there were a “no charge” place to play. \$5.00 drop in fee for each family member may well keep some from trying the sport
5. Demographics of pickleball players
  - a. Started as senior citizen sport. Age dropping as the sport grows. There are now national and international tournaments with play at a level that gets higher and higher
  - b. Good thing is the sport can accommodate the recreational to serious player
  - c. PB players are RV or motel, not primitive camp folks
  - d. Will spend local money.
6. Will the sport grow?
  - a. Recent Gunnison survey did not show strong support. Put this in prospective
  - b. Web sites from all over the country show growth when it is readily available
  - c. Diane and I have become USAPA Ambassadors. Our function is to help grow the sport locally.
7. Pickleball is a “decider”
  - a. Will folks travel 1000 mile to play pickleball? - no
  - b. If pickleball is offered as a part of the many activities and Gunnison had outdoor courts would it help be the choice to come here versus other mountain towns – YES
  - c. RV people who stay for extended times are often times PB players.

THE CONCLUSION. Gunnison needs an outdoor pickleball facility.

Having a 4 court pickleball outdoor facility will help tourism in this area. As one of the fastest growing sports in this country having places to play as a part of local or tourist activity is a benefit to the community.

# 2015 Gunnison Pickleball Tournament Economic Impact

Total Number of Players From out of the area staying two nights in Gunnison = 38 Players

Lodging: 38 Players Staying Two Nights  
38 Rooms @ \$65 per night - two nights = \$4940  
Total Lodging Revenue = \$4940

Food/Gas/Gifts/Groceries/Etc.  
38 People Spending an Average of \$45 per day on food/gas/gifts/etc.  
38 people @ \$45 per day - two days = \$3,420

\*Total Revenue from Lodging and other purchases = \$8,360  
Gunnison Chamber of Commerce Dollar Turnover Multiplier:  
\$8,360 x 7 = \$58,520

Region 10 Dollar Turnover Multiplier:  
\$8,360 x 5 = \$41,800

