



SUNNYVALE TENNIS AND PICKLEBALL

PRESENTATION TO THE SUNNYVALE PARKS AND RECREATION COMMISSION

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 ***Lifetime Activities***



THE SUNNYVALE MUNICIPAL TENNIS CENTER (SMTCA) TODAY

- **All User Groups (with the exception of USTA) Experiencing Unprecedented Growth**
 - Record Sunnyvale Facility Utilization
 - Instructional Programs at Near Capacity with Waiting Lists
 - Pickleball has Emerged as a Significant User-Group
 - Sunnyvale Demographical Outlook Suggests a need for additional racquet sport resources



FACILITY UTILIZATION TODAY

- Academy Partner, Eagle Fustar up 20%
- Tennis Court reservations are up 18%
- League Play (USTA, BAITL, UTR)
- Instruction, 32% growth. Reached highest single session enrollment (1012 students)
- Pickleball Court Reservations, up 97% (Feb. '22 projection was 20%)
 - The effects of blended lines and shared resource



SHARED TENNIS AND PICKLEBALL RESOURCES

- **Installed Blended Lines on Tennis Courts 6 & 7**
 - Address Pickleball Growth
 - Facilitate Tournament Play
 - Maintain Tennis Resources
- **Installation Increased Pickleball Resources**
 - 12 Pickleball Courts (4 Permanent, 8 Blended Line Courts)



Expanded Pickleball Capacity

- **Effect of Blended Lines**
 - Majority of Benefit Realized by Pickleball Players
 - Open Play (Pickleball Courts 5-12)
 - Additional Team Building Events
 - Shared Resource Best Practices



TENNIS AND PICKLEBALL TRAJECTORIES

- **Approximately 20 Million Tennis Players in U.S.**
 - Aging population, stagnant growth.
 - Not representative of Bay Area Tennis
- **Approximately 5 Million Pickleball Players in U.S.**
 - Pickleball Experiencing Exponential Growth
 - Reasons For Growth Include:
 - Ease of entry
 - Increasing Permanent Resources



FUTURE OF SUNNYVALE RACQUET SPORTS

- Both Tennis and Pickleball will Continue to Thrive in Sunnyvale
- Two Concepts for Additional Growth
- Concept A
 - Continue to Provide Both Tennis and Pickleball Within SMTA
 - Convert Courts 6 & 7 Into 8 Permanent Pickleball Courts
 - Build 2 Additional Tennis Courts (orchard as possible location)
- Concept B
 - Utilize Las Palmas Park as Multi-Use Racquet Sports Facility
 - Pickleball, Badminton, Table Tennis, Cricket



THANK YOU



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