

SUNNYVALE TENNIS AND PICKLEBALL

PRESENTATION TO THE SUNNYVALE PARKS AND RECREATION COMMISSION
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THE SUNNYVALE MUNICIPAL TENNIS CENTER (SMTC) 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

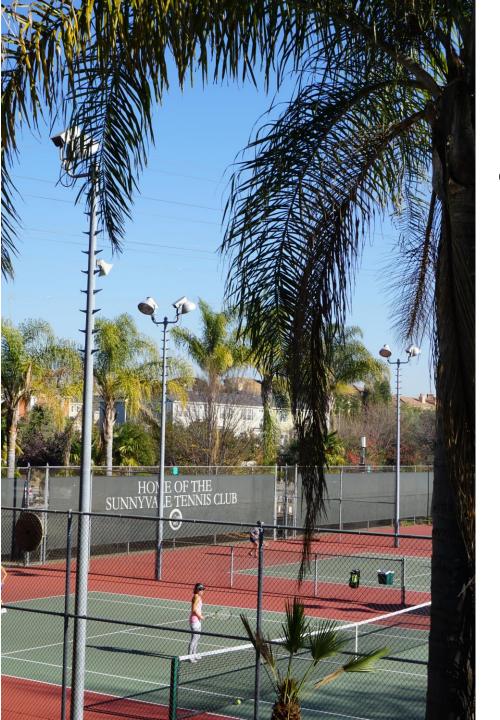




FUTURE OF SUNNYVALE RACQUET SPORTS

- 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 SMTC
 - 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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