



parks · recreation · cultural services



Colorado Pickleball Open—Pikes Peak or Bust Tournament Results

Held at Monument Valley Park

September 9-11, 2022

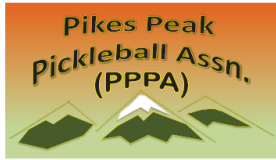
Vicky Mediate, PPPA Secretary

Pikes Peak Pickleball Association

(PikesPeakPickleball.com)

- Formed 501(c)3 non-profit in 2012—1st nationally registered PB club in CO
- Pickleball remains the fastest growing sport in America—all-age, all-skill
 - 70 PPPA members in 2012, 600 in 2016, and 1517 registered members today
 - Our youngest PPPA member is age 4, two oldest members are 91
- Mission: *“to promote the Sport through Education & Training, conduct of Amateur Competitions, and helping to Reduce the Financial Burdens of local Government”*
 - E&T program is one of most extensive in the Country (free public lessons, Guided Play, Round Robin leagues, Ladder Play, Skills & Drills training, and Outreach)
 - Over last 5 years, PPPA mentored 32 Pickleball start-up organizations across Colorado and all corners of Country (MD to FL, CA to WA, and even Sitka Alaska)
 - PPPA Co-funded MVP PB courts (\$231K), BCRP (\$121K)—and now Coleman Park in 2023 through member dues, corporate sponsorships, grants, LART funding, and tournament net proceeds
- PPPA has MOU’s with both PRCS and EPC Parks to provide Open Play management and conduct of E&T programs at MVP and BCRP

Welcome to the *Colorado Pickleball Open - Pikes Peak or Bust*



Tournament
Host Organization



Tournament
Organizer



Tournament
Corporate Sponsor



Tournament
Host City



Tournament
Venue Provider



- PPPA has a new Tournament Organizer and partner in US Senior Pickleball
 - USSP is the USA affiliate of the Super Senior International Pickleball Association
 - Long-term relationship based on formal agreement with specific roles & responsibilities
 - USSP brings National tournament advertising strength and tournament ops software
 - PPPA brings tournament volunteer staffing, support equipment, key gov relationships
- USSP/SSIPA conducted the Colorado PB Open at APEX for 5 previous years
 - Developed a significant tournament player following from across CO and other States
 - APEX in November 2021 raised their court rental rates from \$8 to \$30/hour/court
 - PPPA & Colorado Springs now the economic benefactors by relocating this major event

Tournament Summary



- September 9-11, 2022 (rained out on Saturday, doubled up on Sunday)
- 207 Registered Players: 97 Female/110 Male, Ages 24-84 (Avg. 59.7)
 - **41** different CO cities + **8** other States (AZ, CA, FL, IL, NC, OK, TX & WA)
 - Event planned and sized for 450 registered players (discussion to follow)
- Men's, Women's & Mixed Doubles + Men's & Women's Singles
- Four Skill Levels (3.0, 3.5, 4.0, 4.5-5.0) per each 5-year age group
- Round Robin player-friendly format to maximize number of games played by each individual (405 games over 2 days)
- 33 PPPA vols managed 40 different pre-planning and day-of-ops tasks



Photo Credit: Ron Graham-Becker

Tournament Takeaways

- **BIG well-deserved Thank You to the PRCS staff**
 - Blake Zink Event Coordinator went well out of his way helping with our park application and securing additional parking for players
 - Shawn Riley and his maintenance team dried the courts with industrial leaf blowers and quite literally saved our tournament after the Saturday rain-out (allowed us to double-up play on Sunday)
- **Needed PRCS scheduling policy to protect from “for-profit” encroachment to increase tournament revenue designated for future CoS court development; e.g., Coleman Park**

Sept 2022 PB Tournaments at MVP

Sept 2-4

National Pickleball Springs Classic Round Robin

- 265 Registered Players
- Advanced Sports Media Group [**for-profit**] (Los Angeles CA)

Sept 9-11

Colorado Pickleball Open —Pikes Peak or Bust

- 207 Registered Players (**event planned for 450**)
- Pikes Peak Pickleball Association [**non-profit**] (Colorado Springs CO)

Sept 16-18

Colorado Springs Pickleball Classic

- 184 Registered Players
- World PB Tour [**for-profit**] with a “5K Cash Prize” (Columbus OH)

- Players generally do not pay and play in back-to-back tournament events
- **PPPA is ONLY Pickleball entity where tournament profits stay in CoS to help co-fund local court development** (Monument Valley Park, Bear Creek Park, and Coleman Park in 2023)
- **Both of these other “for-profit” tournaments were attracted to CoS because of very low court/event fees** which decreased their expenses and increased their profit—diluting PPPA tournament attendance and **resulting PPPA/Colorado Springs’ financial loss (up to \$19,000)**
- **Recommendations:** 1) PRCS policy to preserve 2 weekends on either side of the *CO PB Open—PPoB* tournament still **leaving 13 other weekends (72%) to book 3-4 other PB events**; and 2) Increase PRCS PB Court Rental Fees to just undercut those of APEX (\$30/hour/court) to ~\$20 hour/court

Available 2023 Weekend PB Tournament Dates

- 18 weekend dates from June through September
- 2023 *CO PB Open—Pikes Peak or Bust* tournament is now planned for August 10-13 **after de-conflicting with RMSG**
- Blocking two weekends before and after allows **13 additional weekends** to schedule other PB events at MVP, including RMSG

Available for other PB events:

- 2-4 June
- 9-11 June
- 16-18 June
- 23-25 June
- 30 June-2 July
- 7-9 July
- 14-16 July
- **Rocky Mtn State Games for PB 20-23 July**

BLOCK these 5 weekends:

- 28 -30 July
- 4-6 August
- **CO PB Open—Pikes Peak or Bust 10-13 August**
- 18-20 August
- 25-27 August

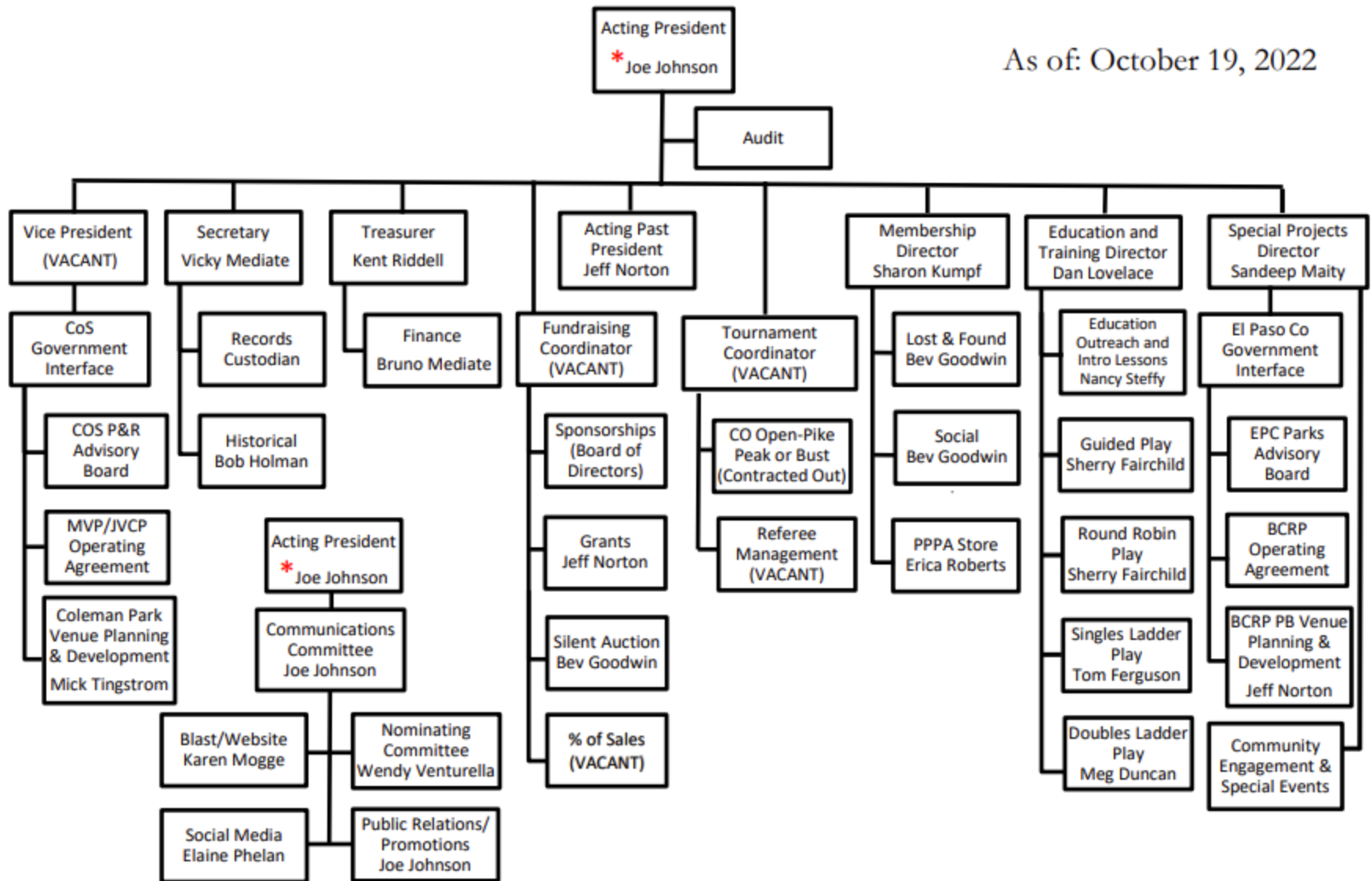
Available for other PB events:

- 1-3 September
- 8-10 September
- 15-17 September
- 22-24 September
- 29 September – 1 October

BACKUP SLIDES

Pikes Peak Pickleball Association

As of: October 19, 2022



Pickleball Tournament Comparison

	<u>Registered Players</u>	<u>Locals</u>	<u>Out-of-Town Players+Family</u>	<u>Total Overnighters</u>	<u>Average Night Stay</u>	<u>Room Nights</u>	<u>Total Day Visitors</u>	<u>Total Economic Benefit</u>
<u>2014 PPOB3</u>	197	48	299 (143+156)	221 (96+125)	4.6	1016	78 (47+31)	\$141,000
<u>2015 GPR1</u>	249	61	338 (188+150)	274 (151+123)	5.5	1507	64 (37+27)	\$208,000
			↓ +62%			↓ +78%		↓ +72%
<u>2016 GPR2</u>	342	124	546 (218+328)	446 (170+276)	6.0	2676	100 (48+52)	\$358,000

Observations: (based on Visiting Player Survey w/ 89% response rate)

- *Significant Economic Benefit-related growth since 2014 and 2015 in*
 - *Registered players, local participation, & visiting players/friends/family*
 - *Room Nights (up 163% in 2 years)*
 - *Economic Benefit for CoS tourism-related businesses*
- *New 15-court venue + PPPA/C&VB campaign to make CoS a family vacation destination for visiting PB tournament players is working well*

2023 Pickleball.com CO Tournament Listing (as of December 2, 2023)



Dec 10, 2022 - Dec 11, 2022

Holiday Classic Pickleball Indoor Championship

Englewood, CO, USA

13 players



REGISTER (\$70)

May 19, 2023 - May 21, 2023

Kansas City Pickleball Classic powered by World Pickleball Tour - \$5K Cash Purse

Colorado Springs, CO, USA

0 players



REGISTER (\$70)

Jun 2, 2023 - Jun 4, 2023

Bay Area Pickleball Classic powered by World Pickleball Tour - \$5K Cash Purse

Colorado Springs, CO, USA

0 players



REGISTER (\$70)

Jun 16, 2023 - Jun 18, 2023

Denver Pickleball Classic powered by World Pickleball Tour

Colorado Springs, CO, USA

0 players



Jun 23, 2023 - Jun 25, 2023

NP The Springs Classic (Round Robin)

Colorado Springs, CO, USA

0 players



REGISTER (\$75)

Jul 25, 2023 - Jul 30, 2023

2023 Rocky Mountain Championships \$\$\$

Denver, CO, USA

4 players



REGISTER (\$55)

Aug 11, 2023 - Aug 13, 2023

2023 Colorado Open - Pikes Peak or Bust

Colorado Springs, CO, USA

0 players



REGISTER (\$70)

Aug 25, 2023 - Aug 27, 2023

NP Mile High Classic

Arvada, CO, USA

0 players



US SENIOR PICKLEBALL ZONE MAP

WEST **CENTRAL** **EAST**

