



# The Case For GVR Pickleball



A Case Study for current and proposed pickleball facilities for Green Valley Recreation, Inc.



# Case Overview

- Who is the GVR Pickleball Club (GVRPC)?
- Why does GVR need a Pickleball Complex?
- What do GVR members think of a Pickleball Center?
- GVRPC Financial Contributions to the Pickleball Complex Project



# GVR Pickleball Club

## Membership % Change

### Year-Over-Year 2007-2018

Year	Members	Percent + / -	Year	Members	Percent + / -
2007	47	---	2013	390	+32%
2008	124	+264%	2014	527	+35%
2009	162	+38%	2015	633	+20%
2010	236	+31%	2016	696	+10%
2011	281	+19%	2017	768	+10%
2012	295	+5%	2018 (July)	761	-1%

All data presented in this table and all subsequent tables and exhibits in this presentation were obtained from GVR, Inc. and the GVR Pickleball Club, unless other sources are specified.



# GVR Pickleball Club History



<b>June 2007</b>	The Green Valley Recreation Pickleball Club (GVRPC) was given club status by GVR. We used the sports court at East Center.	<b>March 2014</b>	GVRPC partners with Quail Creek to hold the Green Valley Senior Games on their recently opened 16 court pickleball complex.
<b>April 2008</b>	The PB Club began a fundraising drive for new courts. The drive started with a \$1,000 donation from Marv Hanenberger.	<b>June 2014</b>	GVR creates an Outdoor Racquet Sports Taskforce to plan for future growth of pickleball in GVR.
<b>January 2009</b>	Courts 2&3 at East Center were opened for play. The Club raised \$7,100 and presented to GVR. The project cost was \$50,000.	<b>August 2015</b>	GVR opens 4 new pickleball courts at East Center with lighting for evening play.
<b>February 2010</b>	Beginners clinics first offered by our club.	<b>March 2018</b>	GVR purchases land south of GV to build 24 pickleball courts. GVR Board signs agreement to build 24 new courts and ramada.
<b>October 2010</b>	Pickleball 101 classes offered through the GVR catalogue and led by volunteer instructors from our club.	<b>January 2019</b>	GVR refurbishes East Center courts to add one more court and install LED lighting on all eight courts
<b>October 2011</b>	Courts 1-3 at East Center were resurfaced with a Plexipave surface. This replaced the plastic tile surface.	<b>January 2019</b>	GVRPC partners with GVR Foundation to raise funds for the new Pickleball Center and create a model for financing new facilities.
<b>September 2012</b>	Four new courts opened at Canoa Ranch Recreation Center.	<b>January 2020</b>	The GVR Pickleball Complex is dedicated with courts ready to play



# Pickleball Resources Regionally vs. GVR

## Court Availability By Number of Players

- ✓ 23 Communities in Arizona provide pickleball courts
- ✓ The median number of players per court is 31
- ✓ GVR has 77 players per court
- ✓ Appendix 1, Subsection 2 of the GVR Corporate Policy Manual states: ..."Green Valley Recreation, Inc. (GVR) recognizes that planning and development of all GVR facilities and dedicated space is predicated on 'Peak Season' use" ...

Exhibit 1



# GVR Pickleball Court Usage



January 2018	East Center (7 courts)			Canoa Ranch (4 courts)			Totals (11 courts)			
	Usage	Capacity	Overflow	Usage	Capacity	Overflow	Usage	Capacity	Overflow	Courts Needed to Eliminate Overflow
Sundays	1940	1008	932	1058	576	482	2999	1584	1415	10
Mondays	2621	1260	1361	1462	720	742	4082	1980	2102	12
Tuesdays	2436	1260	1176	1781	720	1061	4217	1980	2237	12
Wednesdays	1949	1260	689	1705	720	985	3654	1980	1674	9
Thursdays	2209	1008	1201	1075	576	499	3284	1584	1700	12
Fridays	2176	1008	1168	1327	576	751	3503	1584	1919	13
Saturdays	1974	1008	966	1789	576	1213	3763	1584	2179	15

## Variables

Usage = Monthly visits X Sign-In Loss X Average number of games that would be played if no overflow

Capacity = Number of courts X Number of players per hour X Number of hours X Number of weeks

Overflow = Lost opportunity for usage due to overcrowding

Using peak times of 0900-1200 daily

Estimated 5% sign-in loss on recorded daily visits

Each additional court increases capacity by 36 weekly



# GVR Pickleball Introductory & Orientation Classes

October 2017 – April 2018



Class	Participants	Overflow	Courts Needed
Developing Skills	1680	1680	4
PB Orientation	80	80	2
PB101	1680	1680	4
PB102	1680	1680	4
<b>Totals</b>	5600	5600	14

**Note:** Overflow is estimated based on the short amount of time that sessions are filled and requests for additional offerings

## GVR Pickleball Reserved Courts and Club Events

- 72 slots of 1.5 hour sessions for reserved courts are consistently filled in less than :10 after reservations open
- Evening Round Robins reservations are filled within 24 hours after reservation open
- Developing Skills classes are filled within 24 hours after reservation open
- Based upon this information, GVRPC could easily double these offerings and fill an additional 10-12 courts monthly



# GVR Sports Courts Daily Visits for 2018

Pickleball (11 courts)		Tennis (17 courts)	
East Center	26,920	Canoa Hills	3,345
Canoa Ranch	17,307	Desert Hills	7,709
		East Center	1,504
		Las Campanas	2,576
		Madera Vista	322
		West Center	14,091
<b>Totals</b>	<b>44,227</b>		<b>29,547</b>





## Uses of GVR Pickleball Complex

- Available for all GVR members for social activities and functions
- Allows for interaction between recreational and competitive players
- Less wait time, more play time
- Accommodates expected new players
- Club tournaments/ladder leagues/king of the courts play
- Host Southern Arizona Senior Games
- Inter-community play
- Instructional classes to meet demand



## **Draft January 2020 court schedules (Exhibit 2)**

- Split sessions for skill levels to allow players to play recreationally or competitively
- Inter-community play with regional clubs
- Round Robins for men, women, and mixed
- Double the available courts for instruction

**Exhibit 2**



# Capital Project Costs By GVR Club 2007 through 2018

- Cost for Pickleball Capital Projects is 46% of the Top Club's Cost per Club
- Cost per Club Member for Pickleball is 27% of the Top Club's Cost per Club Member
- The Top Club's Contribution over 11 Years is About 10% of What GVRPC is Proposing to Contribute to This Project

Exhibit 3



# Pickleball in GVR 2018 Member Survey



## Strong Positive From Newer GVR Members for a 24 court Pickleball Complex

To what extent do you support GVR implementing the following activities included in the current 3 to 5 Year Capital Projects Plan? Percent responding strongly or somewhat support	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
Pickleball Center (24 courts)	72%	66%	59%	49%	56%	74%	62%

Note: The Pickleball Complex was the only project included in the Member Survey which included an estimated cost. All other projects did not have any associated expense for the project.



# Pickleball in GVR 2018 Member Survey



## 62% of all GVR Member Survey Respondents Support a 24 court Pickleball Complex

In 2015/2016, the GVR Board of Directors commissioned a long-range Strategic Facilities Master Plan by an outside consultant that included a "wish list" of nearly all possibilities that GVR could pursue over the next 10 years. Some of these projects were recently endorsed by the Board to be part of a more specific 3 to 5 Year Capital Projects Plan. The Board of Directors has pledged that these improvements will NOT result in an annual dues increase. To what extent do you support GVR implementing the following activities included in the current 3 to 5 Year Capital Projects Plan?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
	23%	N=1037	39%	N=1790	18%	N=826	20%	N=906	100%	N=4559
Pickleball Center (24 courts)	23%	N=1037	39%	N=1790	18%	N=826	20%	N=906	100%	N=4559

Note: 15% of all respondents answered Don't Know. These responses are not included in this tally, as those responses cannot be categorized as support or opposition.



# Pickleball in GVR 2018 Member Survey



**Strong Positive Response From GVR Members Who Are Highly Active**

**Negative Response From Those Not Using GVR Membership**

To what extent do you support GVR implementing the following activities included in the current 3 to 5 Year Capital Projects Plan? Percent responding strongly or somewhat support	Never	Less than once month	1 to 3 times a month	1 to 2 times a week	3 to 4 times a week	5 to 7 times a week	Overall
Pickleball Center (24 courts)	28%	53%	64%	64%	68%	68%	62%



# GVRPC Club Contributions



- Existing club reserves designated for PB Complex
- Existing GVR Foundation funds designated for PB Complex
- Pledge campaign in partnership with GVRF
  - MOU between GVR Foundation and GVR Pickleball Club
  - Active date tied to fall 2019 project start
  - Funds disbursements connected to project milestones
  - Expiration date of summer 2021
- Corporate sponsorships in partnership with GVRF
- Court maintenance done by trained volunteers replacing GVR facilities staff
- Instructors contribute 30% of all class fees to GVR



## Fundraising Pledge Drive

In partnership with the GVR Foundation, about 10 days ago the GVR Pickleball Club launched a campaign to identify potential multi-year pledges from our members.

To date, we have received 127 responses indicating that our members will contribute \$94,057 towards the new pickleball complex, adding to funds already on hand of \$90,703 .

*Think what we could accomplish over three months.*





## Summary – Part 1

- GVRPC has experienced rapid and consistent growth
  - limited only by a lack of facilities
- GVR is well behind the curve when compared to pickleball resources in other Arizona communities
- 2018 GVR usage statistics show the overwhelming demand for more courts - and a lot of them
- Capital investment by GVR for pickleball lags far behind other GVR clubs



## Summary – Part 2

- The GVR membership has already voiced support for a 24 court pickleball complex
- The GVR Pickleball Club in partnership with the GVR Foundation is ready, willing, and able to generate a significant and historical level of club contributions

**We are once again asking that the GVR Board follow through on their previous commitments to a pickleball complex and take measurable and actionable steps to make this project a reality now.**



# Question & Answer Session