

Truman Park Master Plan



Improving Key West via Pickleball

April 17, 2017

PRESENTATION CONTENTS

- **WHY THE EXCITEMENT NOW?**
- **PICKLEBALL IS GROWING IN KEY WEST AND ACROSS THE COUNTRY**
- **PROPOSAL TO ADD COURTS AND IMPROVE PARK UTILIZATION**
- **CALL TO ACTION**

WHY THE EXCITEMENT NOW?

Pickleball is rapidly growing in Key West, reflecting an amazing national trend – Currently, the United States of America Pickleball Association (USAPA) is tracking **2,500,000** pickleball players and **16,793** members, an annual increase of **6,491** *new* members. There are now **16,549** pickleball courts in North America, with an average of **313** *new* places to play pickleball debuting across the U.S. and Canada each month!

PICKLEBALL IN KEY WEST IS GROWING RAPIDLY AND NEEDS MORE ROOM

**DURING SEASON, SIX
COURTS ARE USED FOR
PICKLEBALL 4 MORNINGS
EACH WEEK, WITH AN
AVERAGE OF 45 PLAYERS
EACH SESSION. THIS
REPRESENTS A VERY
HIGH ASSET UTILIZATION
WHEN COMPARED TO
ANY OTHER FACILITY
USAGE IN KEY WEST.**

**NEXT SEASON, WE
EXPECT AN AVERAGE OF
50+ PLAYERS PER
SESSION, MAKING THE
CURRENT NUMBER OF
COURTS INSUFFICIENT.**



**OUR PROPOSAL IS TO
INCLUDE 6 PICKLEBALL
COURTS IN THE PLAN**

**THIS PROPOSAL SUBSTANTIALLY
IMPROVES OVERALL PARK
UTILIZATION WITH MINIMAL
IMPACT ON OTHER PLANNED
FACILITIES. NO OTHER SPACE OF
100' BY 120' WILL RESULT IN
SUCH HIGH UTILIZATION. ALSO,
THIS PROPOSAL FITS WELL WITH
THE IDEA OF CREATING A PARK
FOR THE CITIZENS, NOT JUST
SPECIAL EVENTS. THIS
PROPOSAL IS A MEANINGFUL
APPROACH TO ADDRESSING THE
IMMEDIATE NEED FOR MORE
PICKLEBALL FACILITIES.**



FINANCIAL BENEFITS TO KEY WEST

- **The six new courts will allow a national level tournament here in Key West.**
- **The 2016 US Open Pickleball Tournament in nearby Naples resulted in an additional \$2.9 million tourist dollars to their community, according to the US Open Tournament statistics.**
- **The 2016 US Open Pickleball Tournament included 835 players, while the 2017 version has 1450 registrants representing 14 countries.**
- **The USAPA Ambassador Director desires to hold an Ambassador retreat in Key West, resulting in 200 visitors for 5 days.**
- **Key West has an opportunity to become a part of this exciting tourism explosion!**

CALL TO ACTION

WE HAVE A UNIQUE OPPORTUNITY TO WORK TOGETHER TO IMPROVE THE TRUMAN PARK AND TO PROVIDE MUCH NEEDED UPGRADES TO THE EXISTING CITY PICKLEBALL FACILITIES! LET'S MOVE FORWARD WITH THIS PLAN! THE KEY WEST PICKLEBALL CLUB AND THE CITIZENS OF KEY WEST FULLY SUPPORT THIS CONCEPT!