DATE: July 8, 2021

TO: Peter Zanoni, City Manager

FROM: Dante Gonzalez, Interim Director, Parks and Recreation
DanteG@cctexas.com
(361) 826-5728

Al Kruse Tennis Center Pickleball Project

STAFF PRESENTER(S):

Name	Title/Position	Department
1. Dante Gonzalez	Interim Director	Parks and Recreation
2.		
3.		

OUTSIDE PRESENTER(S):

Name	Title/Position	Organization
1. Ronald Elizondo	Tennis Director	Al Kruse Tennis Center
2.		

ISSUE:
Parks and Recreation supports the decision of Al Kruse Tennis Center to replace 3 doubles tennis courts with 10 permanent pickleball courts.

BACKGROUND:
The vision of Ronald Elizondo, Tennis Director of the Al Kruse Tennis Center, is to replace the 3 back tennis courts at the Al Kruse Tennis Center with 10 pickleball courts. This decision was based on two factors; the first being the focus on utilization of the center as a tennis-only center causing a steady decline in customers, and the second being a sudden increase in court rentals and revenue due to utilization of existing tennis courts as temporary pickleball courts. The court rentals and revenue from June 2019 – May 2020 totaled 2,359 rentals and $38,820.69 in revenue. The introduction of pickleball drastically increased these values, with June 2020 – May 2021 totaling 6,703 court rentals and $113,115.05 in revenue, an increase of 4,344 court rentals and $74,294.36 in revenue. The proposed replacement would also allow the Al Kruse Tennis Center the opportunity to host regional and national pickleball tournaments in the future. Additionally, the increase in revenue will allow the Al Kruse Tennis Center to establish a year-round program for at-risk youth to participate in both tennis and pickleball, and to establish a partnership with Saint James Church to create a physical education program for children in the elementary and middle school age bracket.

LIST OF SUPPORTING DOCUMENTS:

Presentation – Al Kruse Tennis Center Pickleball Project