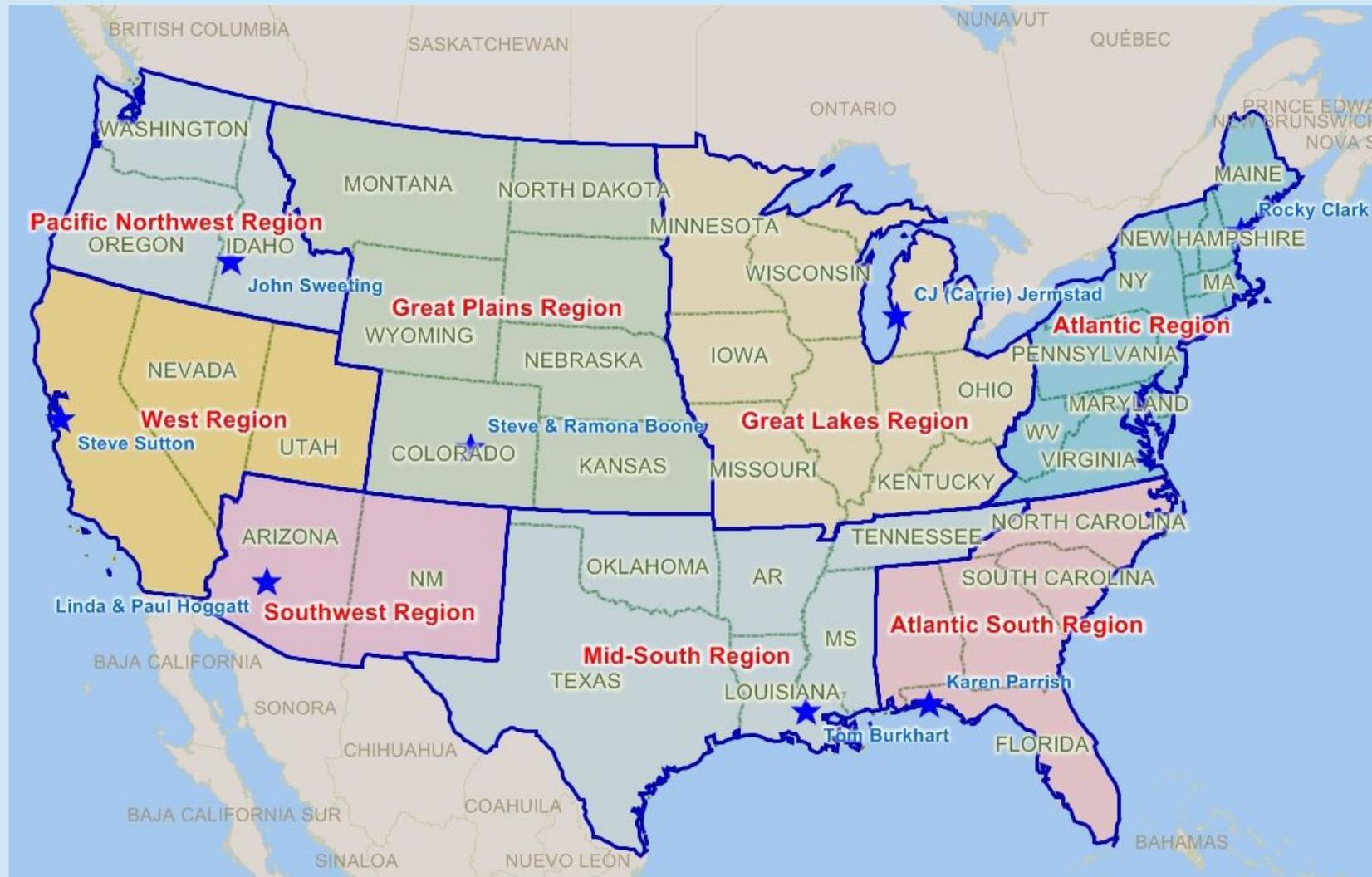


# 2<sup>nd</sup> Annual USAPA Great Plains Regional Tournament



Colorado Springs  
7-11 September 2016

# USAPA Regions



# USAPA Great Plains Regional

- USAPA Great Plains Regional Directors
  - Steve and Ramona Boone
- 2016 Tournament Director
  - Sherry Fairchild
- Host Organizations
  - PPPA/COS Parks, Rec & Cultural Services
- Host City
  - Colorado Springs

# Roles and Responsibilities

- USAPA Regional Directors
  - Select a location/determine format
  - Appoint and help train a Director
  - Function as Tournament co-directors
  - Ensure adequate volunteers/staff/equipment
- Tournament Director
  - Organize/train staff/volunteers
  - Run Daily Operations
  - “Last Word” on appeals
  - Send results/recommendations to USAPA

# Tournament Overview

- 8<sup>th</sup> Major Pickleball Tournament held in COS since 2012
  - PPPA provided 120+staff and over 3500 hours over 9 months to plan, prepare and administer event
- 5 Days/342 Players
  - Largest ever in COS
- Players from 25 states, Canada and Mexico
  - 7 more states & 93 more players than 2015
- 624 Refereed matches
  - Required for USAPA sanctioning and insurance



# Player Statistics

- Age: 24-85
- 167 (48%) Male, 175 (52%) Female
- 146 (43%) over 65
- 24 5.0 (Highest level) Players
  - Several National Champions
  - We expect even more next year

# 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</u>	191	48	299 (143+156)	221 (96+125)	4.6	1016	78 (47+31)	\$141,000
<u>2015</u>	249	61	338 (188+150)	274 (151+123)	5.5	1507	64 (37+27)	\$208,000
			↓ +62%			↓ +78%		↓ +79%
<u>2016</u>	342	124	546 (218+328)	446 (170+276)	6.0	2676	100 (48+52)	\$372,000

*Observations: (based on Visiting Player Survey w/ 89% response rate in 2016)*

- *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)*
  - *CoS tourism-related business Total Economic Benefit (up 164% in 2 years)*
- *New 15-court world-class venue + PPPA/C&VB website campaign to make CoS a family vacation destination for visiting PB players is working—and working well*

# Pikes Peak Pickleball Association - 2016 Sponsors and Tournament Supporters

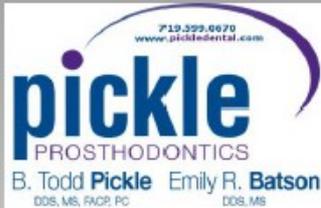
Peak Sponsorship  
\$10,000 +



**Lyda Hill**  
Philanthropist



Platinum Sponsorship  
\$1000



Gold Sponsorship  
\$750



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Gayle A. Humm, M.D.

Silver Sponsorship  
\$500



Bronze Sponsorship  
\$250



## Tournament Supporters

Adventures Out West  
Anne Young  
Bella Pannini  
Bingo Burger  
Blue Star  
Bonefish Restaurant  
Budget Signs  
Buffalo Wild Wings  
Carolyn Kotcher

Carrabas Chang Thai  
Colorado Institute of Massage  
Concept Restaurants  
Costco  
Cowboy Star  
Dr. Carlson  
Good Earth  
Hacienda Colorado Restaurant

Home Depot  
Heidi Elsmore  
Jake and Tellys Restaurant  
Jason's Deli  
Joe Coleman  
Johnny's Navajo Hogan  
Judith Light, Intuitive  
Ken Curry  
LaRosa Restaurant

La-Z-Boy Furniture Store  
La'au's Taco Shop  
Lydiatt and Duru Family  
Dentistry  
Mardosz Fine Art  
Mary Beltz  
Midas  
Mod Market  
Mod Pizza

Mother Muffs  
Nosh Restaurant  
Nancy Steffy  
Patty Jewett  
Perfect Ten Nail Salon  
Pickleball Bling  
Pickleball Rocks  
Poor Richard's  
Principal's Office

Pro Lite  
Ramona Boone Photography  
Rick's Nursery  
Rock Climbing Pure  
Ron McWhirter  
Salute Health and Wellness  
Scott Moore  
Sophia's

Sports Clips  
Starbucks  
Summer Sweet Frozen Yogurt  
Sun Water Spa The Villa  
Tony Doneson  
Trader Joe's  
Trinity Brewery  
Yo Yogurt  
Zeezo's

# 2017 USAPA Great Plains Regional

- COS 7-10 September
- Tier 2 level – 2<sup>nd</sup> in prestige only to Nationals
- Organized and directed by USAPA Great Plains Regional Board in cooperation with PPPA and COS Parks, Recreation & Cultural Services
- Sherry Fairchild, Tournament Director

Thanks for Your Support