



# Pagosa Pickleball Club

954 Monument Ave  
Pagosa Springs, CO 81147

June 11, 2019

Pagosa Springs Tourism Board  
PO Box 1859  
Pagosa Springs, CO 81147  
Attention: Jennifer Green

Dear Jennie

The Pagosa Pickleball Club held its first tournament, the Pickle in Pagosa, on May 18 and 19. Our goal was to increase awareness of pickleball in Pagosa Springs and throughout the region and to raise funds to assist with the construction of permanent pickleball courts for the benefit of the community at large. By all measures the tournament was a success. Following is information collected for the Tourism Board. The data comes from our registration records and a post tournament survey sent to all out of town participants.

## Attendee Information

- We had 77 players participating in the event. Due to the limited number of available courts we had to cap registration and turned away a dozen potential participants.
- 37 or 49% of the registered players came from out of the area. 8 of the players known to have been turned away were from out of the area.
- Approximately 25 friends and family traveled with our out of town participants.
- Players came from Albuquerque, Farmington, Santa Fe, Los Alamos, Belen, Placitas, Tijeras, Cortez, Durango, Ridgway, Hotchkiss, Los Alamos, Alamosa, Monte Vista, Grand Junction, Phoenix, Tucson, San Antonio and Roanoke TX.
  - 54% traveled 101 miles or more
  - 42% traveled 25 – 100 miles
  - 4% traveled under 25 miles

## Economic

In addition to The \$1,750 paid to the Archuleta School District and \$650 spent by the tournament committee for food and supplies at local business, out of town players, friends and families contributed in the following way.

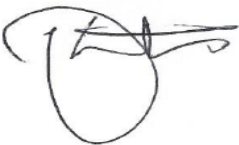
- 83% visited shops, restaurants or other business
- 83% stayed overnight
  - 46% in a motel, hotel or rental
  - 17% with friends
  - 8% RV/Camped
  - 12% other
- 75% ate in a local restaurant, 67% two or more times
- 50% brought 1 or more people with them
  - 33% one additional person
  - 13% two people
  - 4% three or more people
- Asked about spending
  - 35% spent between \$250 and \$500
  - 43% spent between \$50 and \$250
  - 22% spent \$50 or less

In addition to the support we received from the Tourism Board we received a number of donations and product contributions from local businesses. After covering the facility rental fee and other costs associated with hosting the tournament the club was able to contribute over \$4,500 to the capital fund we established to support the construction of permanent courts for the entire community to enjoy.

Feedback from all participants was very positive with all of town players indicating they would return for our next Pickle in Pagosa. It is our plan to continue to host this as an annual event.

On behalf of the club I want to thank the Tourism Board for their financial contribution and the donations received from the Visitors Center for our player goodie bags.

Sincerely,

A handwritten signature in black ink, appearing to read 'John Costa', with a large, stylized initial 'J' and 'C'.

John Costa  
Secretary and Member of the Board