

TENNIS & PICKLEBALL FACT SHEET

Court Availability

- 17 Total Tennis Courts
 - 8 at Coronado Tennis Center
 - 3 at Coronado Cays
 - 2 at Coronado Library
 - 4 at Coronado High School (not City-owned, part of CUSD Use Agreement)
- 8 Total Pickleball Courts (Cays)

Tennis Fees History

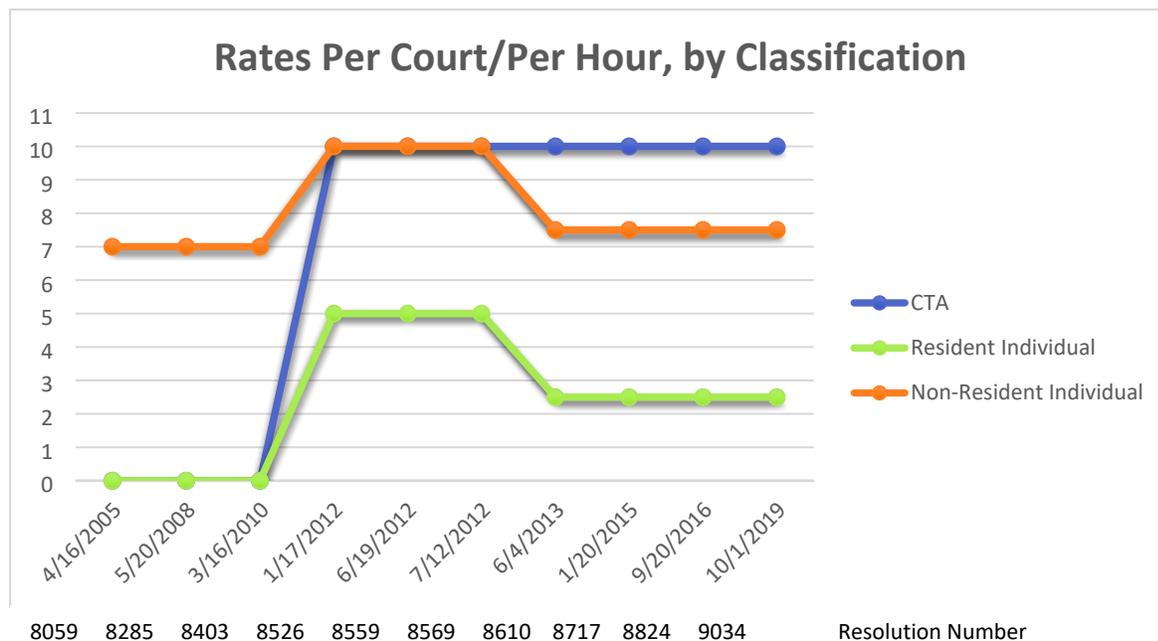
The court reservation rates, dating back to 2005, are shown in the graph below.

Three classifications are represented: Resident Nonprofit (Classification D) which includes the Coronado Tennis Association (CTA), Resident (Classification E), and Non-Resident (Classification F).

On January 17, 2012, with Resolution 8526, the court reservation fees for the CTA and Non-Residents were aligned at \$10, and Residents were to be charged \$5. In the fee schedule language, it was explicitly stated “reserved use per court/hr.”

On June 4, 2013, with Resolution 8610, the fees for the CTA remained \$10 per hour, but the fees for Resident and Non-Resident individuals were reduced to \$5 per 2 hours, and \$15 for 2 hours, respectively. Beginning with this Resolution, the language for the fees now omits “per court.”

These are the same fees that exist as of September 17, 2024.



Proposed Court Reservation Fees

| Reservation Rates | Tennis Center | Cays, Library, HS, Pickleball |
|--------------------------|--------------------------|--------------------------------------|
| Year One | | |
| Resident | \$1.50/hour per person | \$3.00/hour per court |
| Non-Resident | \$10.00/hour per person | \$10.00/hour per court |
| Year Two | | |
| Resident | \$2.00/hour per person | \$4.00/hour per court |
| Non-Resident | \$10.00/ hour per person | \$10.00/hour per court |
| Year Three | | |
| Resident | \$2.50/hour per person | \$5.00/hour per court |
| Non-Resident | \$10.00/hour per person | \$10.00/hour per court |

The table below shows the per-hour, per-person equivalency based on existing, versus the proposed rates.

| Existing Rates - Coronado | All Courts (Per-hour, Per-person) | |
|--|--|--------------------------------------|
| Resident Nonprofit (Classification D, CTA actual) | \$0.38 (doubles) / \$0.75 (singles) | |
| Resident Nonprofit (Classification D, CTA listed) | \$2.50 (doubles) / \$5.00 (singles) | |
| Resident Individual (Classification E) | \$0.63 (doubles) / \$1.25 (singles) | |
| Non-Resident Individual (Classification F) | \$1.88 (doubles) / \$3.75 (singles) | |
| Proposed Rates – Coronado | Coronado Tennis Center | Cays, Library, HS, Pickleball |
| Resident – Year 1 | \$1.50 | \$0.75 (doubles) / \$1.50 (singles) |
| Resident – Year 2 | \$2.00 | \$1.00 (doubles) / \$2.00 (singles) |
| Resident – Year 3 | \$2.50 | \$1.25 (doubles) / \$2.50 (singles) |
| Non-Resident - All Years | \$10.00 | \$2.50 (doubles) / \$5.00 (singles) |

Comparable Tennis and Pickleball Facilities

The most comparable facilities are listed in the table below, showing their membership rates, if applicable, and the number of hours available per reservation.

TENNIS

| FACILITY | MEMBERSHIP FEE | NON-MEMBER FEE | PER PERSON OR PER COURT | TIME ALLOTTED |
|---------------------------|-----------------------|-----------------------|--------------------------------|----------------------|
| Pacific Beach Tennis Club | \$295 | \$10 | Person | 1 hour |
| La Jolla Tennis Club | \$205 | \$10 | Person | 1 hour |
| Balboa Tennis Club | \$450 | \$10 | Person | 1.5 hours |
| Lake Murray Tennis | \$335 | \$10 | Person | 1.5 hours |
| Barnes Tennis Center | \$3350 | \$10 | Person | 1 hour |
| Peninsula Tennis Club | \$185 | \$10 | Person | 1 hour |
| Del Cerro Tennis Club | N/A | \$35 | Court | 1.5 hours |
| Coronado Marriott Tennis | N/A | \$24 | Court | 2 hours |

PICKLEBALL

| FACILITY | MEMBERSHIP FEE | NON-MEMBER FEE | PER PERSON OR PER COURT | TIME ALLOTTED |
|------------------------------|-----------------------|-----------------------|--------------------------------|----------------------|
| Pacific Beach Pickleball | N/A | \$14 | Court | 1 hour |
| Barnes Pickleball | N/A | \$15 | Court | 1 hour |
| Del Cerro Pickleball | N/A | \$32 | Court | 2 hours |
| Coronado Marriott Pickleball | N/A | \$26 | Court | 2 hours |

Coronado Tennis Association (CTA)

The CTA plays a role in facilitating various tennis activities exclusively for its members, primarily, USTA and San Diego league matches against offsite clubs and facilities. The CTA also provides monthly mixers, a weekly round robin, men's ladder play, and an annual tournament. The CTA reserves court space from Impact Activities for the facilitation of their programs. The CTA's self-reported membership for 2024 is composed of 275 members, 68% of which are Coronado residents. The Department currently does not have a use agreement with the CTA and the Department does not receive any payments or revenue from the CTA.

The CTA's current membership rates are \$60 for Coronado residents, and \$90 for Non-residents. This membership fee allows members to participate in all the CTA leagues, programs, mixers, and annual events with no additional charges for an entire year.

The CTA's court reservation rates have been established as \$10 per court, per hour; however, they have been charged at \$3 per court for 2 hours.

CTA reportedly will require 4,200 hours of court reservation time per year to facilitate all their activities. With the current actual charges, the CTA pays about \$6,300 in court reservation fees. The proposed highest fees of \$2.50 per person, per hour, would align with the established fees for the CTA from 2012 of \$10 per court, per hour. With the 4,200 hours of court reservation time needed, the CTA would pay \$42,000 in court reservation fees annually.

With 275 current members, the per-person membership fee would need to be \$153 to cover all the court reservation fees. The CTA reports additional expenses, so the actual membership fee may need to be slightly higher to cover all costs.

Usage

The breakdown of usage for tennis court reservations based on residency status and use by the CTA is as follows:

| Tennis Court Reservations | |
|-----------------------------------|-----|
| Resident Court Usage | 65% |
| Non-resident Court Usage | 25% |
| Coronado Tennis Association Usage | 10% |

Additionally, the breakdown of usage for pickleball court reservations based on residency status is as follows:

| Pickleball Court Reservations | |
|--------------------------------------|-----|
| Resident Court Usage | 66% |
| Non-resident Court Usage | 34% |

These figures exclude programs and lessons provided by Impact Activities.

Highest Usage Case Studies

99% of tennis court reservation users averaged fewer than one court reservation per week. Over 90% of play is doubles, which has four (4) players on the court at the same time.

There were zero instances of an individual user, outside of the CTA, who reserved more than one reservation per week at the Tennis Center. The highest users of the Tennis Center booked courts 47 times in one year.

There are about 20 residents that reserve tennis courts with high frequency, meaning more than 40 reservations in total per year. For the 20 high frequency users, the average number of hours booked for the year is about 132 hours, and the average per person pricing difference, considering the highest proposed fees, would equal about \$147 for the year.

There are 14 residents that reserve pickleball courts with high frequency, meaning more than 52 reservations per year. The highest single user for pickleball court reservations booked 107 times for a total of \$535 fees paid. The highest proposed rates would double the cost to reserve a court at \$5 per hour. With almost all pickleball court reservations playing doubles, the per person increase for the highest frequency pickleball user would be \$134 for the year.

Membership Concept

A membership model through Impact Activities was considered, but several concerns suggest that this approach is not desirable for Impact Activities, the City, or the users.

While a flat fee for unlimited use might seem appealing due to predictable budgeting for users and steady revenue for Impact Activities, there are significant drawbacks. The primary concern is the lack of available court space during peak times, particularly from 9 a.m. to 11 a.m. During these hours, the CUSD courts are reserved by the High School, and at least three courts with up to six courts on Fridays are reserved by the Coronado Tennis Association (CTA) for league play. Additionally, three to five courts are typically used for drop-in clinics, lessons, and programs offered by Impact Activities. This leaves very few courts available for general reservations, leading to excessive demand and inevitable dissatisfaction among members who cannot secure preferred court time.

Moreover, evening availability is also restricted due to limited lighted courts and the need to prioritize junior programs during these hours. A membership model would likely exacerbate these issues, causing frustration for members unable to access courts when desired.

Additionally, the City might face challenges in justifying the public use of the facilities if they appear to cater primarily to a limited group of members rather than serving the broader community.

From the concessionaire's perspective, a membership model could result in overbooking and operational challenges, while the City may face increased complaints and dissatisfaction among community members. Thus, the current pay-per-use system is more flexible, allowing for better management of demand and equitable access to all users.