



Dallas Park & Recreation

# **Tennis Centers Operational Update**

Park and Recreation Board  
March 10, 2022

# Purpose

- Overview
- Locations
- Contractors
- Current Trends
- Tennis Center Improvements
- Contract Renewals/Request for Proposals
- Pickle Ball
- Youth Programming
- Next Steps

# Overview

The City of Dallas has a current private/public partnerships with two vendors that are contracted to provide tennis activities at our four tennis centers.

Contractors:

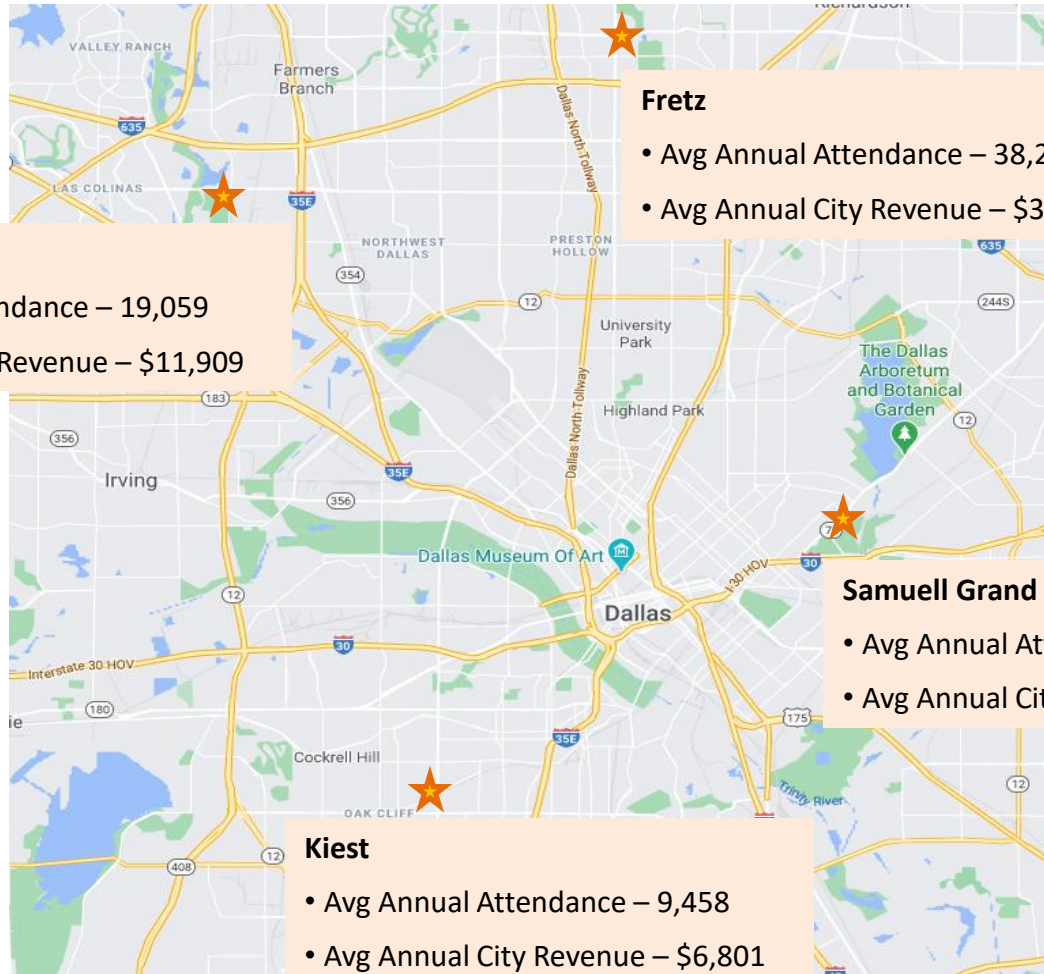
- Impact Activities: L.B. Houston, Samuell Grand, Fretz
- Dallas Tennis Association (DTA): Kiest

The tennis centers provide:

- 65 reservable courts for public use
- Programming and instruction for all ages
- Leagues/tournaments
- Summer camps and after school programs

# Tennis Centers

3 Year Average Annual Attendance: 97,241  
3 Year Average Annual City Revenue: \$68,919



# Impact Activities

*Matt Hanlin, Tennis Pro, Operator*



## **Fretz Tennis Center**

- Five year contract approved in March 2018
- Monthly Rent \$2,750 – Annual Revenue \$34,000
- Capital Improvements – \$41,000
- Contract expires January 2023, one (1) three year renewal option

## **L.B. Houston Tennis Center**

- Two year contract approved in March 2021
- Monthly Rent \$500 – Annual Revenue \$6,000
- Contract expires February 2023, one (1) three year renewal option

## **Samuell Grand Tennis Center**

- Two year contract approved in March 2021
- Monthly Rent \$1,250 – Annual Revenue \$15,000
- Contract expires February 2023, one (1) three year renewal option

# Dallas Tennis Association

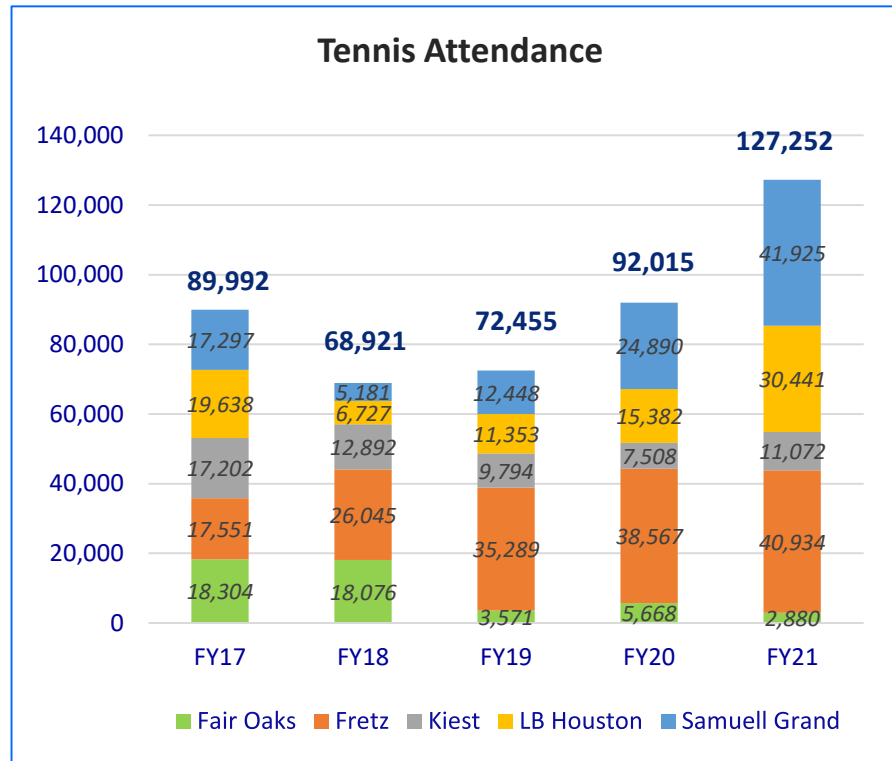
## Kiest Tennis Center

- Five year contract approved in March 2018
- City Revenue – 50% of court fees, 1.5% of all other revenue generated
- Capital Improvements – \$50,000
- City pays DTA a \$1,000 monthly stipend
- Contract expires in January 2023, one (1) three year renewal option



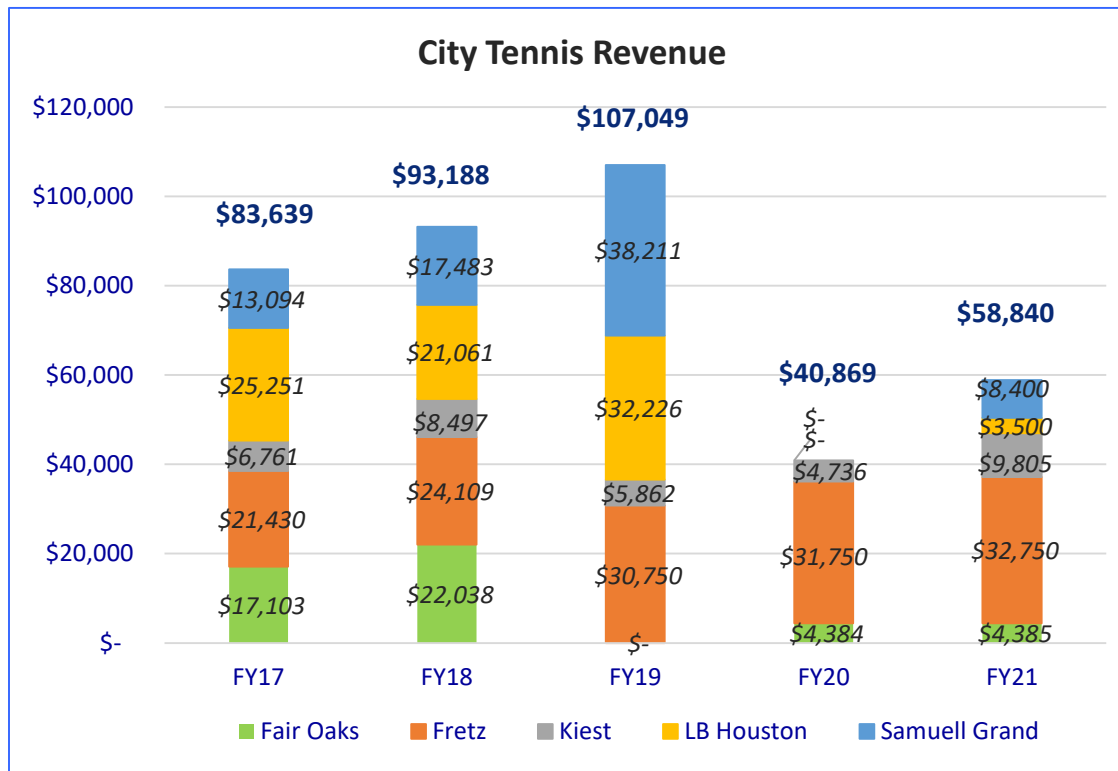
# Current Trends

During FY21, the City's Tennis Centers experienced an increase in attendance by **38%** from the previous year, which is a **57%** increase from the last four years' average.



# Current Trends

During FY21, the City's Tennis revenue increased by **44%** from the previous year. The spike in revenue shown in FY18 and FY19 were part of the unsustainable TOPS Tennis contracts at L.B. Houston and Samuell Grand, which were terminated in FY19.





# Tennis Center Improvements

## FY22 Improvements

- Windscreens – *all centers, completed in October 2021*
- Bleacher/Court Benches Replacement – *all centers, equipment ordered*
- Light Poles Replacement – *Samuell Grand, currently in process*
- Parking Lot Restriping – *all centers, scheduled*
- Court Resurfacing – *all centers (49 courts), scheduling in process*

## Future Improvement Needs

- Kiest Pro Shop
- Fretz Pro Shop



# Contract Renewals/Request for Proposals

## **Fretz and Kiest Tennis Centers**

- Contracts expire in January 2023
- One (1) three year renewal option

## **L.B. Houston and Samuell Grand Tennis Centers**

- Contracts expire in February 2023
- One (1) three year renewal option
- City can renegotiate revenue terms based on attendance and operational revenue and expenses

*Option to submit a Request for Proposals, process takes 9 – 12 months*

# Pickleball

- Pickleball has a 9.7% Average Annual Growth Rate (AAGR) of all the players who became associated from 2015 to 2018 and a total growth rate of 29.1% over three years
- Players of all ages and skill levels can play
- City of Dallas Currently has 26 dedicated pickleball courts with plans to add four more in 2022 at Fretz
  - Fretz Tennis Center: 4 courts
  - L.B. Houston Tennis Center: 12 courts
  - Samuell Grand Tennis Center: 10 courts

# Youth Programs

## L.B. Houston, Samuell Grand, and Fretz

- Year-round programing for youth ages 4 to 18
- Spring, Summer and Fall developmental programs
- 1500 youth participated in the tennis programming at L.B. Houston, Samuell Grand and Fretz

## Kiest

- Year-round programming for youth ages 4 to 18
- Junior Development Program
- After School Programs
- 650 youth participated in the tennis programming at Kiest

## Next Steps

- Continue with Tennis Center Improvements
  - Bleachers and benches replacement
  - Court resurfacing – 49 courts for FY22
  - Samuell Grand Tennis Center – light poles replacement
- Identify future Tennis Center improvement needs for Bond Program
- Prepare for contract renewals or revisit Tennis Pro Contract specifications for Request for Proposals (RFP) process



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