

Welcome to the 2023 FRPA Conference!



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**Recognize, Embrace,
and Program...**

**Pickleball and Tennis
Get your Game on!**





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LEARNING OBJECTIVES

1. Recognize your community needs and the audience you want to capture.
2. Identify ways to adapt your facilities with creative programming.
3. Provide examples of different programming options available to fit your needs.



Embracing and Managing the Growth

Over 26 million people played tennis or pickleball in 2022. By programming your facilities, you can reach an unlimited audience through your community and surroundings areas using innovative, social and adaptive programming.



The City of Palm Beach Gardens Recreation Department is constantly expanding, pushing the envelope to try new things.

Pickleball

Tennis

Events
and
Programming

Rentals





Recognize your community needs and the audience you want to capture.

- Get out in the community
- Talk to current players
- Check other facilities to see what works for them
- Be Inclusive in your programming



Identify ways to adapt your facilities with creative programming.

- Innovation and risk can lead to successful new programs
- Don't be afraid to fail but realize when somethings not working
- Use community partnerships for variety and change

USTA Grants



VA Hospital



PMI



Training



Provide examples of different programming options available to fit your needs

Wheelchair

Tournaments

Court Rentals

World Pickleball

LSA &
Jamie's Angels

Fitness Classes

Trainings

Small Groups

Unlimbited

Veterans Tennis
and Pickleball

Little Mo

Special Olympics







Thank You!

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