



FARMERS BRANCH
TEXAS

Pickleball World Championships 2026

Study Session Meeting | August 18, 2026

Requested By: City Manager's Office - Tourism

Pickleball World Championships 2026

About

Major League Pickleball

FRIDAY, OCTOBER 30 – SUNDAY, NOVEMBER 1

UPA Pickleball World Championships

MONDAY, NOVEMBER 2 – SUNDAY, NOVEMBER 8

BROOKHAVEN COUNTRY CLUB

Parking at Dallas College Brookhaven Campus

Expected Attendance 2,000 – 8,000 per day

Hotel Blocks at 6 Farmers Branch Hotels

Pickleball World Championships

Economic Impact

The Pickleball World Championships generate significant economic impact in 2025:



Total Attendance
60,246



Total Impact
Generated \$16.1 million



National Media Coverage
Showcasing the City of Farmers Branch



Residents

Staff

Will focus on minimizing disruptions for residents

Public Works Department

Will issue “No Parking Zone” for select streets. Letters, parking permits and signage will be provided for affected residents.

Pickleball Resident Meeting

Staff and Council hosted Pickleball Town Hall in 2023, 2024 and 2025. Given it's the fourth year and lower attendance in 2025, staff proposes hosting a smaller meeting for town homes and residents that have questions.

Discount

20% discount on tickets for Residents, expected to continue in 2026



Event Support Agreement & Sponsorship Agreement

Staff will present Event Support Agreement with PPA for Council review (anticipated September)

Staff will present a Sponsorship Agreement for Council review (anticipated September)

2025 Sponsorship Benefits included:

- Room blocks and promotion of Farmers Branch hotels
- Recognition and logo placement during the event
- Resident discount on tickets
- Variety of ticket packages
- Council participation in interviews, media and awards



Events Trust Fund Grant

City will support PPA with submission of the Events Trust Fund Grant through the Office of the Governor Economic Development & Tourism

Grant may award up to \$439,632

- Final amount based on post-event attendance
- City will provide required local match of \$60,639 (Hotel Motel Tax Fund)

Questions



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