



PICKLEBALL WORLD
CHAMPIONSHIPS
2025

ABOUT

Major League Pickleball

FRIDAY, OCTOBER 31 – SUNDAY, NOVEMBER 2

Team Play, DUPR Collegiate Play

UPA Pickleball World Championships

MONDAY, NOVEMBER 3–SUNDAY, NOVEMBER 9

Pickleball Boulevard, Pro Play, State Champions Division, Amateur Open Play,
Celebrity Pickleball Showdown & Entertainment

Brookhaven Country Club

Parking at Dallas College Brookhaven Campus

Expected Attendance 4,000–9,000 per day

Hotel Blocks at 6 Farmers Branch Hotels



ECONOMIC IMPACT

- The Pickleball World Championships generate significant economic impact in 2024:
 - Total Attendance: 57,572
 - Generated \$15.7 million in total impact
- Benefits local hotels, restaurants and attractions
- Event receives national media coverage showcasing the City of Farmers Branch



LAPIPLASTY WORLD CHAMPIONSHIPS ECONOMIC IMPACT REPORT NOVEMBER 3-10 | BROOKHAVEN COUNTRY CLUB



Food & Beverage
\$2,844,197



Lodging
\$1,916,116



Transportation
\$2,339,879



Retail
\$3,602,139



Recreation
\$3,629,424

57,572

*TOTAL ATTENDANCE

\$15,694,338

TOTAL IMPACT

This data is an estimate based on various collection methods.
*Attendance was based on total of each days count.



RESIDENTS

- Staff will focus on minimizing disruptions for residents
- Public Works Department will issue “No Parking Zone” Ordinance for select streets
 - Letters, parking permits and signage for affected residents
- Staff and Council hosted Pickleball Town Hall in 2023 and 2024
 - Given it’s the third year and lower attendance, Council may consider the need for a 2025 Town Hall
- 20% Discount on Tickets for Residents, expected to continue in 2025

EVENT SUPPORT AGREEMENT

- Staff will present Event Support Agreement with UPA for Council review (anticipated September)
- Sponsorship benefits will be included in this agreement.
- Council input is needed to provide direction for negotiations.
- 2024 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 UPA with submission of the Events Trust Fund Grant through the Office of the Governor Economic Development & Tourism
- Grant may award up to \$696,802
 - Final amount based on post-event attendance
 - City will provide required local match of \$96,111 (Hotel Motel Tax Fund)

DISCUSSION

- Consider the need for a Resident Pickleball Town Hall in 2025
- Consider Council priorities for sponsorship benefits in the Event Support Agreement



WE'RE EXCITED TO WELCOME



TO FARMERS BRANCH!

Let's Pickleball y'all!