

Santa Monica, California

KEY FINDINGS

- 1. Santa Monica has **zero dedicated public pickleball courts**. Its public inventory is sixteen shared-lined courts at Memorial Park plus eight at John Adams Middle School (weekends only); everything else is commercial and paid.
- 2. Memorial Park sits inside the Memorial Park Redevelopment footprint: final design expected end of 2026, construction possibly spring or summer 2027. During construction public capacity goes to zero; **total courts fall from 37 to 14 and public courts from 24 to 8**, with no committed replacement count or reopening date.
- 3. The Community Court Standard calls for a city of 93,581 to provide between about **23 public courts** (adjusted parity to USTA FL public standard) and **37** (full community demand). Santa Monica has 24 today, right at the parity floor, dropping to **8** after the closure: a third of the floor.

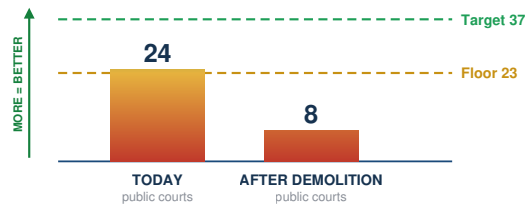
1. COURT INVENTORY (CURRENT)

Venue	Operator	Courts	Cost	Access	Status
Memorial Park	City	16	peak hours fee: \$3-5	Programmed; lined on 4 shared tennis courts	AT RISK: redevelopment construction est. 2027
John Adams Middle School	School	8	Free	Sat-Sun 8a - 12p, Mon-Fri 5-8p (summer)	Open
SM Pickleball On 4th	Commercial	7	Paid	Daily 8a - 9p	CLOSING end of 2026; housing development
SM Pickleball Center	Commercial	4	Paid	n/a	CLOSED 2026; site redeveloped
Pickletown	Commercial	3	Paid	Daily 7a - 10p (outdoor to 9p)	Open
Pickle Pop	Commercial	3	Paid	From 8 / 9am to 9 / 10p, daily	Open

Public = city (Memorial, 16) plus school (John Adams, 8, weekends only); commercial = pay-to-play clubs. SM Pickleball Center (4 commercial courts) already closed in 2026. Even today's 24 public courts fall short of the standard's ~37 target; after Memorial closes, only 8 remain.

2. CAPACITY TRAJECTORY

Tier	Courts today	Courts by mid-2027 (announced changes only)
Public: city (Memorial)	16	0 during construction; no committed reopening date
Public: school (weekends only)	8	8
Commercial	13	6 after SM Pickleball On 4th closes
Total	37	14, none city-operated, none free on a weekday



Public courts the city has vs. the Community Court Standard: **floor 23** = tennis parity (USTA Florida's 1 public court per 4,000 residents), **target 37** = full community demand (about 4 courts per 10,000). The standard is population-based, so it does not depend on how many residents play. Santa Monica sits at 24 today, at the parity floor and short of demand, and drops to 8 after Memorial closes.

3. THE RISK TIMELINE

End of 2026	Final redevelopment design expected (City of Santa Monica). On the same timeline, SM Pickleball On 4th (7 commercial courts) closes for a housing development.
Spring/summer 2027	Construction may begin, contingent on funding. Council approved a revised plan 7-0, cutting \$17M by relocating planned courts to at-grade.
Funding-dependent	Replacement timing remains contingent on funding for the broader park project. The interim condition: zero municipal courts or committed reopening date, while commercial inventory gets cut by more than half.

4. DEMAND EVIDENCE

Three layers from three source classes. Estimates set the scale; documented and partner data turn it into a count.

LAYER 1: ESTIMATED DEMAND SOURCED

Population 93,581 (ACS 2024 5-year, ZCTAs 90401-90405) against the divergent national participation rates gives a credible range: roughly **1 in 17** residents at the conservative SFIA rate (about **5,505 players**) to **1 in 5** at the Association of Pickleball Professionals' higher rate (about **18,716**); the SFIA 2026 rate falls between at roughly 6,649, of whom about 2,047 are core players, matching the Santa Monica Pickleball Club's roughly 2,000 members reported January 2024. A flat national rate with no local adjustment is very conservative for coastal Southern California.

LAYER 2: DOCUMENTED PLAYERS ILLUSTRATIVE: WHAT PARTICIPATION DATA ENABLES

Documented participation turns play into a **count, not a model**: a council can dismiss an estimate, not a record of use. It can come from PaddleClub's own NFC tap-ins (illustrated at right, now rolling out), from court and facility-management software that already logs usage, or from player-rating platforms like DUPR. Participation data also maps **utilization**: peak hours, days, seasons, and actual usage, queryable from venue to state level.

Weekly Court Usage by Day and Hour

Illustrative NFC pilot data, not live.

LAYER 3: ECONOMIC ACTIVITY ILLUSTRATIVE: WHAT ECONOMIC DATA ENABLES

Aggregate validated spend by resident ZIP converts the ask into the language of economic activity. It could come from local pickleball retailers, equipment OEMs, e-commerce brands, and national chains selling paddle gear, each contributing transaction counts and total validated spend. Aggregate only, never resold.

THE COMPLETED PICTURE ILLUSTRATIVE: placeholders, not NFC or partner data

PaddleClub NFC (illustrative)			Retail partners (illustrative)		
Documented players	24-mo growth	ZIP	Transactions	Total spend / yr	Avg purchase
96	+71%	90401	518	\$58,000	\$112
148	+44%	90402	656	\$84,000	\$128
287	+52%	90403	1,644	\$171,000	\$104
273	+66%	90404	1,670	\$162,000	\$97
334	+58%	90405	1,789	\$195,000	\$109
1,138	+58%	Total	6,277	\$670,000	\$107

The layers land on one ZIP spine, each source verifying the others. Illustrative values are **randomized placeholders**, not projections; they demonstrate table structure only and carry no factual claim.

HOW PARTNERS COMPLETE THE REPORT

Layer 1 stands on public data alone. Layers 2 and 3 are each completed by one category of partner, and each partner both contributes aggregate data and gets something back.

LAYER 2 · DOCUMENTED PLAYERS	LAYER 3 · ECONOMIC ACTIVITY
Who: court and facility-management platforms, player-rating systems like DUPR, and PaddleClub's own NFC tap-in pilot. Contributes: aggregate counts of documented players and sessions by ZIP and time of day. In return: a neutral, city-by-city utilization picture they can cite, co-branded on request.	Who: local retailers, OEMs, e-commerce brands, and national chains selling pickleball gear. Contributes: aggregate purchase totals by ZIP: transactions, spend, and average sale, never individual records. In return: evidence that demand is real and local, tied to the same map planners already use.

Every partner layer is anonymously aggregated and designed to be blinded both internally and externally, never sold, only attributed on request, and removable at any time; contributing is opt-in and non-exclusive. This document is the standardized template output that, using the same inputs, will generate the same report, available for any US city on request (beta).

PaddleClub is in discussion with partners now. To connect with us, contact troy@paddleclub.org.

METHODOLOGY AND SOURCES

Court inventory and access: City of Santa Monica (santamonica.gov/programs/pickleball, retrieved 2026-06-10), OpenStreetMap contributors, and community input; commercial venues via operator sites and community submissions. Redevelopment status: Santa Monica City Council actions via the Santa Monica Daily Press and santamonica.gov. Population: Census ACS 2024 5-year, table B01003. Participation: reported as a range, from the SFIA 2025 Topline (about 1 in 17 locally) to the Association of Pickleball Professionals' 2023 research (about 1 in 5); the SFIA 2026 Topline rate falls between them. Court standard: the PaddleClub Community Court Standard (about 4 dedicated courts per 10,000 residents; equity floor of 1 public court per 4,000 residents, after USTA Florida's published public-tennis standard), which rests on USTA and SFIA benchmarks. Local corroboration: Santa Monica Pickleball Club published counts. Figures marked Illustrative are placeholders and carry no factual claim. Prepared by PaddleClub.org (troy@paddleclub.org).

Generated from PaddleClub's standardized city pipeline. Available for any US city on request.