

## Cost-Benefit Analysis (1.5): The Growth of Pickleball



Pre-Think: Before we utilize cost-benefit analysis, complete this task to get some background on the growth of the sport.

Watch this [video](#) about Pickleball, and then answer the following questions. (15 mins)

1. What are 3 **significant** pieces of data that you heard?
2. What are 3 **interesting** facts that you heard with regards to its growth?
3. What might be **troubling** about the growth of pickleball?
4. Economics connection: What might be an economic benefit and cost from the growth of pickleball?

**Benefit:**

**Cost:**



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Background Reading: Select 1 article (3 in total) from each section of the chart. Then answer the questions about this topic.

Background: Cities + Markets	Pickleball Benefits	Costs of Pickleball
<a href="#">Austin: Turf War</a> <a href="#">Marketplace: Policy Equity</a> <a href="#">Route 55: Mayors + Pickleball</a> <a href="#">NYTimes: Competing Interests</a> <a href="#">NBC News: Le Bron James + Pickleball</a> <a href="#">Time: Le Bron James + Pickleball</a>	<a href="#">WSJ: Pickleball + Tourism</a> <a href="#">NPR: Fastest Growing Sport</a> <a href="#">CNBC: Pickleball Tournament Growth</a> <a href="#">NYTimes: Pickleball Private Development</a> <a href="#">Austin Monthly: Steve Kuhn</a> <a href="#">Fortune: How Pickleball Grew</a>	<a href="#">Business Insider: Pickleball Medical Costs</a> <a href="#">CNN: Noise Complaints</a> <div>Pickleball and padel are challenging ...</div> <a href="#">Kiplinger: Healthcare Costs</a>

Add the article selected for each subtopic, add quotes/data about the topic, a takeaway, and a question it now raises.

### City Dilemmas + Markets:

Article Selected:

What key data/quote did you find about a benefit or cost?

What is an important takeaway from this article?

What question does this raise?

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### Pickleball Growth/Benefits:

Article Selected:

What key data/quote did you find about a benefit or cost?

What is an important takeaway from this article?

What question does this raise?

### Costs/Controversy:

Article Selected:

What key data/quote did you find about a benefit or cost?

What is an important takeaway from this article?

What question does this raise?