



Professional Development

Do You Pickle? The Economics of Pickleball



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Local resources:

- Insert your local professional development opportunities (if applicable)

About Me



Susanna McConnell

AP Microeconomics Teacher, Master Teacher

Susanna Pierce McConnell is a curriculum consultant, Master teacher for the Council of Economics Education and the Foundation for Economic Education, and an AP Economics at Westlake High School. She strives to make teaching and learning meaningful for teachers and students. In her past 15 years in education, she has taught social studies in the US and abroad, participated in Harvard's Globalizing the Classroom Fellowship, and has traveled with US teachers to schools in Japan and South Africa on two remarkable Study Tours. Susanna founded the Teacher Innovation Academy on her high school campus where she facilitated PD for 6 years for 30 educators who strive to share best practices through innovation. Susanna earned degrees in Spanish and International Economics and her Master of Arts in Teaching from Trinity University in San Antonio. Her greatest joys are finding the many connections of economics to the real world, traveling, speaking Spanish, and spending time with her family.

Agenda

- Participant Insights
- Background: Pickleball Content Connections
- Classroom Integration
 - Warm Ups: Media
 - Individual Tasks
 - Group Task
- Reflect
- Questions



Objectives

- Participants will:
 - discover digital media that can facilitate student learning about pickleball.
 - learn social emotional strategies to connect the content to students' lives.
 - learn relevant tasks to use with tools in their classrooms.
 - reflect on the implementation into their own classroom.

National Standards

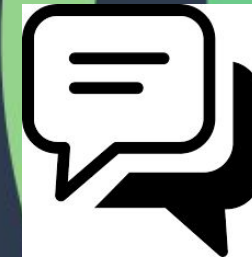
- **Standard 2:** Effective decision making requires comparing the additional costs of alternatives with the additional benefits. Many choices involve doing a little more or a little less of something: few choices are “all or nothing” decisions.
- **Standard 7:** A market exists when buyers and sellers interact. This interaction determines market prices and thereby allocates scarce goods and services.



If you could only play one sport, which would you choose?

Paddle Board, Pickleball, Tennis, Ping Pong

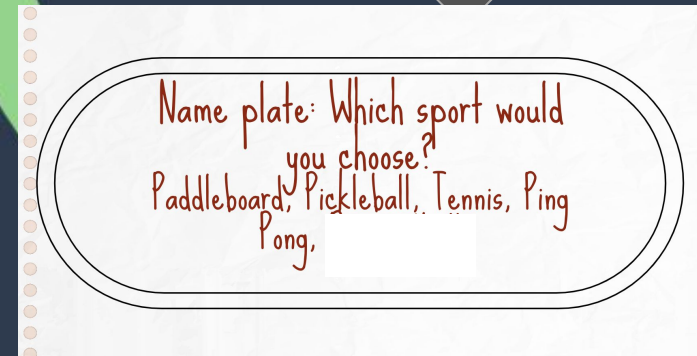
Let's Connect:
SEL



Class intro slide



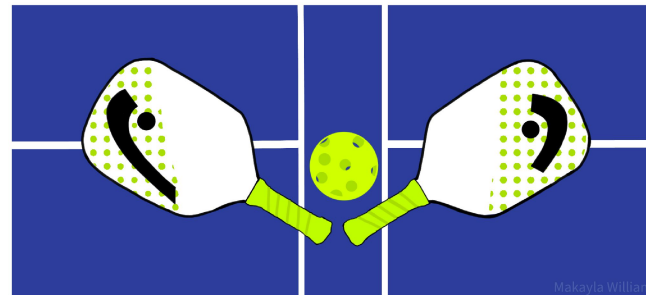
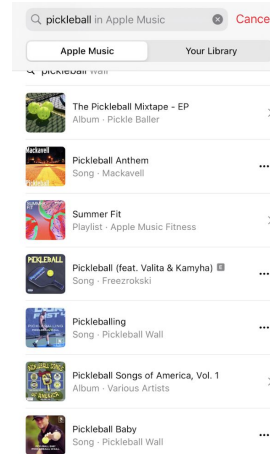
Add your
response in the
Chat box!



Background: Demand Shifters

The Shifters of Demand

- Trends or Tastes
- Related Goods' Prices
- Income
- Buyers (# of buyers)
- Expectations



Thankful
FOR
my Tribe



“But today, when [Kevin Durant](#), [Lebron James](#) and [Tom Brady](#) say it’s cool, I think that changes everybody’s opinion,” he said.

The billionaire, who lives in Austin, has gotten the pro league off the ground by [growing the business](#) with sponsorships, media deals and expansion teams.

These factors change consumer behavior to demand more or less at ALL prices.

Media Connections



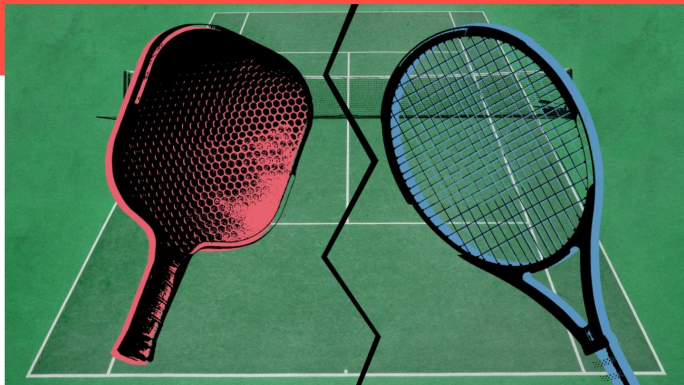
Major League Pickleball founder looks to capitalize on the sport's growing 'cool' factor

PUBLISHED WED, JUL 26 2023 3:12 PM EDT | UPDATED WED, JUL 26 2023 4:12 PM EDT



In the tennis vs. pickleball showdown, who's winning?

Many tennis players are miffed that pickleball is taking over, well, everything.



Jacqueline Nuzzo / NBC News



Pickleball Went Pro. Can It Profit?

Investors are pouring money into the less exclusive cousin of tennis.

SPORTS • BUSINESS

LeBron James Could Take Pickleball—Yes, Pickleball—to the Next Level

Pickleball Diehards Are Choosing Vacations Based On Where They Can Play

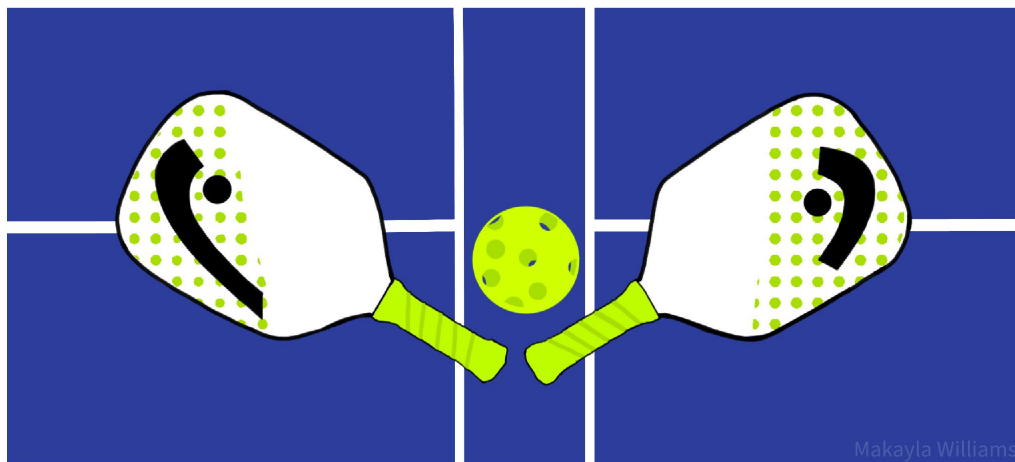
"Pickleball tourism" is taking off as fans of America's fastest-growing sport go to great lengths to incorporate the game into every holiday

By Allison Pohle



HOME > HEALTHCARE

Pickleball could be responsible for up to \$500 million in medical costs this year, one industry watcher says



Implementation #1: Warm Ups or Starters

Warm Up Music Video: Pickleball



Holderness Family Music •

@theholdernessfamily 801K subscribers 708 videos

Thanks for being here! We're Kim and Penn Holderness of The Holderness ... >

tiktok.com/@theholdernessfamily and 6 more links



DURATION:
10 minutes

214K views

1. What did you hear in the video?
2. So what would be the impact on demand?
3. Now what is the component changing this demand?

Warm Up NBC News: Pickleball



Fortune Magazine ✓

132K subscribers



DURATION:
10 minutes

1. What did you hear about the growth of pickleball?
2. So what would be the impact on other markets?
3. Now what is the cause of this growth (SHIFTERS)?



How are all of these people connected?
(besides being famous)

Add your
response in the
Chat box!

SEL





The Journal.

The most important stories, explained through the lens of business. A podcast about money, business and power. Hosted by Kate Linebaugh and Ryan Knutson. The Journal is a co-production from Gimlet Media and The Wall Street Journal.



TUESDAY, OCTOBER 25, 2022

10/25/2022 4:25:00 PM [Share This Episode](#)

Is Big Money Souring Pickleball?

Pickleball is a big dill. It's also the fastest-growing sport in America. Meanwhile, superstar investors like Tom Brady and LeBron James are pouring cash into pro pickleball. WSJ's [Sara Bosworth](#) explains the rise of the paddle sport and why investors are flocking to it.

Further Reading:

[Once When Do Millennials Love Pickleball?](#)

[LeBron James Is Buying a Professional Pickleball Team](#)

MORE WAYS TO LISTEN

Google Podcasts

TuneIn

Alexa

iHeartRadio

RSS

Amazon Music

HOSTED BY



Bloomberg

Implementation #2: Real World Fridays: Podcasts or Videos



DURATION: 30 - 45 minutes



Overview

- 1. Explain the non-price determinants of demand.
- 2. Identify how population changes (buyers) and trends can impact demand (trends).
- 3. Post template to GC for students to take notes.
- 4. Let students listen and take notes.

What important or significant question does your podcast address?	What major assumptions does the podcast make about this topic and/or question?	How can you <u>apply this information</u> to what we have studied? Explain at least one relevant economic term and/or a model it connects to.
What is most significant or interesting about your selected medium and why?		

What 6 interesting facts did you hear? Use bullet points.	What <u>questions</u> might an economist ask about this topic?
	Question #1 (Micro): Question #2 (Macro):
How would you summarize the economic forces within this topic?	



Implementation #3: Cost-Benefit Analysis Choice Board

Background: Cost-Benefit Analysis

- A process used to evaluate the potential costs and benefits of a proposed project or policy
 - If $TB > TC$ or if positive net benefit, then complete
- Total Benefits:
 - The improvements in wellbeing or financial impacts on markets from the choice
- Total Costs
 - The explicit and implicit costs of the decision
 - Explicit: physical receipts
 - Implicit: next best use of the money

DURATION: 50 - 60 minutes

Overview

1. Have students bring in headphones.
2. Post the task to Google Classroom.
3. Explain cost-benefit analysis.
4. Explain the steps for research.
 - a. Complete Part A.
 - b. Select 3 articles to read.
 - c. Data/Insight/Question

Due Tomorrow, 11:59 PM

Complete this background research about the growth of pickleball as you consider the potential benefits and costs associated with the growth of the sport.

You will be responsible for sharing your insights with your group at the beginning of class tomorrow.

8.31.23 Cost-Benefit Anal... Google Docs

Cost-Benefit Analysis (15): 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:

Cost-Benefit Analysis (15): The Growth of Pickleball



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
Austin Turf War Marketplace: Policy Equity Route 55: Mayors + Pickleball NYTimes: Competing Interests NBC News: Le Bron James + Pickleball Time: Le Bron James + Pickleball Fortune: How Pickleball Grew	WSJ: Pickleball + Tourism NPR: Fastest Growing Sport CNBC: Pickleball Tournament Growth NYTimes: Pickleball Private Development	Business Insider: Pickleball Medical Costs CNN: Noise Complaints Pickleball and padel are challenging ... Kiplinger: Healthcare Costs

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

City Dilemmas + Growth:

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?



Thinking In Action!





Example Research

1. What are 3 **significant** pieces of data that you heard?

Pickleball is the fastest growing sport in America and is beloved by 5 million people.

Estimated 40 million players worldwide by 2030.

11.5% average annual growth for the past five years.

Pickleball central: the largest pickleball apparel store in the US saw 30-40% growth from 2020-2021.

Winner of MLP takes home 100,000K.

2. What are 3 **interesting** facts that you heard with regards to its growth?

Pickleball has been around since 1965.

Nike launched a buyers guide and Adidas started selling pickleball paddles.

Equal playing time and prize money for both sexes at Major League Pickleball.

3. What might be **troubling** about the growth of pickleball?

Cost of investment is in the seven figures. Only sports celebrities can invest in teams.

While the sport changes, tournaments have become more dangerous. Players aren't getting enough **break** in between matches.

What might be **troubling** about the growth of pickleball?

There are not enough tournaments or courts to keep up with the demand of Pickleball players, the safety of players is becoming a growing concern for players and event organizers, and the lack of Pickleball courts is causing players to take over existing tennis courts.

Article Selected: Pickleball Diehards are Choosing Vacations based on Where they can Play

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

"Tour companies catering to "picklers" have sprung up and are organizing pickleball-focused trips."

What is an important takeaway from this article?

People are choosing where to go on vacations based on where they can play pickleball.

What question does this raise?

How will resorts, hotels, and general vacation spots adapt to the increased demand for pickleball?

Pickleball Growth/Benefits:

Article Selected: Pickleball Tournament Growth

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

The paddle market is booming, and one company, Selkirk, is on track to sell over a million paddles by the end of the

What is an important takeaway from this article?

Pickleball is quickly gaining momentum and it is a widely available sport, and it brings new revenue to markets



Example Research

Article Selected: Pickleball + Tourism

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

Benefit: "The hotel charges \$150 dollars for 2 people for 90 minutes"

What is an important takeaway from this article?

As pickleball has grown, companies have taken advantage of it and incorporated it into their business model, allowing them to gain revenue from it.

Article Selected: Business insider: pickleball medical costs

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

"Pickleball could be responsible for up to \$500 million in medical costs this year"

What is an important takeaway from this article?

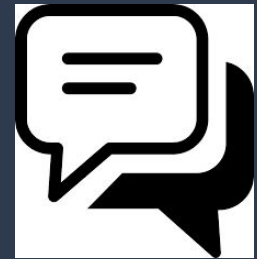
Most pickleball players are old, and due to an increase in popularity of the sport, more old people are getting injured which causes out of pocket costs for thousands of Americans.

What question does this raise?

Why do old people still play pickleball if so many of them are getting hurt? Why not play an easier sport like ping pong?



What did you read?
I saw... I'm wondering...



Group Exploration (7 mins)



What do you value about your city?

Add your
response in the
Chat box!

SEL





Is pickleball becoming too popular? 'Turf wars' break out in south Austin

The City Council is considering a permit proposal to build more pickleball courts in Austin.

You have been hired as a consulting economist to present data to the council to help them make a sound economic decision on behalf of the many unique people of Austin.

In your analysis, consider who might benefit and suffer from this decision.

Implementation #4: Cost-Benefit Analysis for City Proposal (Group)

DURATION (2 classes): Individual: 50 mins

Group: 50 minutes



Overview

1. Give students time to do research on the topic before class.
2. Let groups compile their research (Part A) - 10 mins.
3. Have groups weigh the benefits and costs of each choice (Part B) - 20 mins.
4. Let groups compile their final decision into a CANVA poster (Part C) - 10 mins.



9.1.23 Class Cost-Benefit Analysis (1.5) G...

Scheduled for Tomorrow, 8:0...

Due Tomorrow, 4:15 PM

Make a copy of this document and share it with your group.

Evaluate the costs/benefits of each option. Then create a billboard of your group's choice on Canva. Upload both the document and your Canva as a PDF to this assignment.

You only need one person per group to submit this with **all group member names added as a private comment.**



9.1.23 Cost-Benefit Analy...
Google Docs



Free Design Tool: Present...
<https://www.canva.com/>

B. Cost-Benefit Analysis in Public Policy: The Austin City Council is considering a permit proposal to build pickleball courts. You have been hired as a consulting economist to present data to the council to help them make a sound economic choice on behalf of the many unique people of Austin. There are 3 options: don't build, resurface, or build.

In your analysis, consider who might benefit and suffer from each decision.

Generate a list of potential benefits and costs of this decision, based on what you read in the articles yesterday.

Option	What are some <u>benefits</u> of this decision?	What are some <u>costs</u> of this decision?
Don't build any pickleball courts.		

Based on your cost-benefit analysis, what do you think is the optimal decision for the city council to make? Explain how your decision will help fulfill one of the values of our community. If you're choosing to go forward with building, explain where a good location would be for the courts.

Summary in 2-3 sentences:

C. Policy Position: Create a "Poster" on CANVA to showcase your group's decision that includes:

- A Headline with your group's stance (5 points)
- 3 Major arguments to support your stance (10 points)
- A value that the decision will advance in the city (5 points)
- 2-3 Images to highlight your impact (5 points)
- Design/Creativity (5 points)



Sharing Ideas





- What does your group think?
1. Don't Build.
 2. Resurface Existing Tennis Courts.
 3. Build New Courts.



Breakout Rooms: Which Option? (8 mins)



What did your group decide?

Group Decisions



Not build

Summary in 2-3 sentences:

The most optimal decision for Austin would be to not build new pickleball courts. A value of the Austin community is our commitment to respecting natural areas and promoting sustainability. Pickleball courts will take up the green space that we place great value on, and it will allow the Pickleball trend to grow for a few more years before there's unused courts all over Austin.

Summary in 2-3 sentences:

To fulfill Austin's value of respecting its people the city council should build new pickleball courts. These new courts will provide a space for current and new pickleball players to play and help build a new community in Austin. Additionally, creating separate courts would relieve tension between tennis and pickleball players. A good location for the courts would be in local parks where people could have public access.

Build

Group Decisions

Resurface

Summary in 2-3 sentences: We think the optimal decision is to resurface the existing tennis courts. Resurfacing emphasizes Austin's value of sustainability by avoiding the expansion of concrete over nature, while simultaneously improving economic prosperity with new players able to play on the now functional tennis courts. Resurfacing also shows Austin's values of livability and respecting the citizens by allowing both tennis players and pickleball players to participate, rather than keeping tennis players on borderline unusable courts with fading paints and cracks.

Build

Summary in 2-3 sentences:

The optimal decision for the city council to make is to build completely new pickleball courts. Instead of resurfacing current tennis courts and driving away future players, the city could establish new courts that bring in new people given the important values that Austin holds. Some values include the liveability, prosperity, and funding that Austin believes in.

Resurface

Summary in 2-3 sentences:

Our group decided to resurface some of the existing tennis courts because of the limited available land in Austin, making paving new courts unfeasible. Additionally, if the popularity of pickleball regresses, there will be less wasted resources as the new pickleball courts can be resurfaced again to return to tennis courts. Pickleball courts can also revitalize other sports with facilities nearby by encouraging pickleball players to consider trying other similar sports like tennis.

Summary in 2-3 sentences: We think that the city council should build new pickleball courts in Austin. We believe that this decision will align with Austin's values because it will increase money coming in, increase the interconnectedness, and make Austin an even more desirable spot to live. Near Zilker Park is a good location for some courts because it is always full of both young and old people who love to do activities.

Build



Canva Platform



Invite people

This can be anyone from your school. If they're not on Canva for Education yet, your invite gives them free access.

Choose an invite option

 Invite via share link

 Invite via code

 Invite via Email

Invite with a share link


Anyone with this link can join this school. [Deactivate link.](#)

<https://www.canva.com/brand/join?token=HXqiTTuvbPQpC>

Copy

Share invite link via

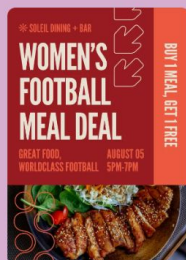



 You can only invite people with a WESTLAKE HIGH SCHOOL email.

The games just keep getting better


Catch the football fever with our fun lineup of women's football templates!

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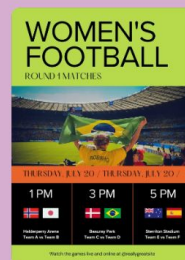
 Happy Hour Prom...
Canva Creative Studio




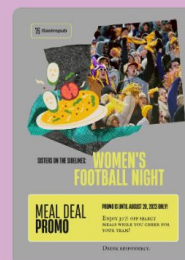
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Canva Creative Studio



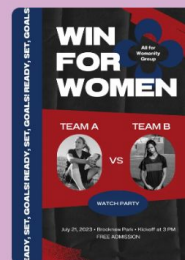
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 Match Announcem...
Canva Creative Studio



 Happy Hour Prom...
Canva Creative Studio



 Watch Party Wome...
Canva Creative Studio



 Special Meal Wom...
Canva Creative Studio

Example Billboards



NO MORE PICKLEBALL FOR AUSTIN!

WANTED
Pickle Ball
1,000,000\$
Dead or alive

WHY YOU SHOULDN'T WANT PICKLEBALL'

- Funds can be used for other more beneficial advancements in the community
- Maintaining the natural areas in Austin
- Promotion of other sports/not allowing pickleball to dominate casual sports

The most optimal decision for Austin would be to not build new pickleball courts. A value of the Austin community is our commitment to respecting natural areas and promoting sustainability. Pickleball courts will take up the green space that we place great value on, and it will allow the Pickleball trend to grow for a few more years before there's unused courts all over Austin.

RESURFACING THE TENNIS COURTS

Benefits

- PROMOTES HEALTHY ACTIVITY
- HELPS BUILD COMMUNITY
- ALLOWS MORE ACCESS TO A SPORT FOR ALL AGES.



Advancing Austin Community

As an unorthodox sports, austin WILL help "KEEP AUSTIN WEIRD"



REFURBISH OLD TENNIS COURTS

BENEFITS OF REFURBISHMENT

1. Less cost for same outcome
2. There is a Decline in tennis, and an incline in pickle-ball so building more courts goes with trends
3. Doesn't take up extra space that could be used for something else

RESURFACING AUSTIN

Turning unused tennis courts into pickle ball courts.

WHY?

- 1) RESURFACING IS LESS COSTLY THAN BUILDING COMPLETE NEW COURTS
- 2) PUTS USE TO UNUSED LAND
- 3) GIVES FAILING FACILITIES A NEW SHOT AT PROFIT

AUSTIN VALUE

RESURFACING TENNIS COURTS IS MORE SUSTAINABLE AND MAKES THE BEST USE OF WASTED LAND. AUSTIN DOES NOT WANT TO WASTE RESOURCES OR DESTROY NEW LAND, WHEN THE SOLUTION IS MORE SUSTAINABLE.

Bulid New Pickleball Courts in Austin

- Builds a tightly knit and diverse community of people, such as older citizens
- Brings in people to cities for tournaments, could boost local businesses and economies
- Equipment such as rackets are relatively cheap, increasing accessibility.

Prosperity

Austin is an innovative and trending city, which allows for funding for new pickleball courts.

Austin Needs to Build New Pickleball Courts

Why?

- Will bring new events with players, vendors, and viewers.
- Increases popularity of Austin
- Austin will be portrayed as an active and youthful city
- Increases interconnectedness within Austin which is one of the cities key values

Pickleball Courts

SOMETHING WORTH INVESTING IN

WE VALUE COMMUNITY

- Job opportunities like coaches, manufacturers and construction
- Increased revenue as both locals and tourists begin to engage in the game and courts
- Community connection and growth as Austin's friendly and activity-oriented culture grows even more

BUILD NEW PICKLEBALL COURTS IN AUSTIN

HUGE PICKLEBALL MARKET

Pickleball has been the fastest rising sport in the past few years. Because of this, a huge market of apparel, gear, and players has risen. The majority of the pickleball demographic is older individuals who are moving to places like Austin to play.

EVERYONE CAN PLAY

By building new pickleball courts, tennis players and basketball players can continue to play on their own courts. Pickleball players can be as loud as they need on their own courts without disrupting neighboring athletes.

LOCAL BUSINESSES BENEFIT

By building our courts at Shady Grove, we are hoping in live music venues and food trucks that can benefit from the huge sum of pickleball players who will use our courts.



What's something you can use in your classroom?

SEL	Media	Task
Which paddle sport would you choose?	Podcasts	#1: Warm Ups
Who are the celebs, and how do they connect?	Music Videos	#2: Podcast Template
What do you value about our city?	Articles	#3: Choice Board
	News Articles + Videos	#4: Group Policy Proposal

Add your response in the Chat box!



Reflect

Reflection



Q & A

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- [Ode to Pickleball: Music Video](#)
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- [NYTimes: Competing Interests](#)
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Our FREE online programs are tailored to high school girls so they can learn about personal finance in a supportive environment and build confidence on money matters.

Winter offerings



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DO YOU LOVE ECON?

You may have what it takes to compete in the Nation's only high school economics competition!

NEC



The National Economics Challenge (NEC) is the country's only economics competition of its kind for high school students. It tests micro and macroeconomic principles as well as knowledge of the world economy.

This motivating and fun team learning experience begins with competitions at the state level. The winning team from each state moves on to the National Semi-Finals. The top teams in the semi-finals will advance and receive an **all-expense paid trip (excluding travel) to compete in the National Finals in New York City** this spring.

Why Play?

- Fun team learning experience
- Great for your college application
- No other challenge like this!

CASH PRIZES



For each team member in National Finals:
1st place: \$1,000
2nd place: \$500
3rd place: \$250
4th place: \$125

HOW IT WORKS: STEP-BY-STEP



TWO DIVISIONS BASED ON EXPERIENCE LEVEL

David Ricardo Division: For first-time competitors who have taken no more than one economics course.

Adam Smith Division: For returning competitors, AP, International Baccalaureate, and honors students.

REGISTER TODAY FOR YOUR LOCAL COMPETITION!
NationalEconomicsChallenge.org

THE NATION'S PREMIER HIGH SCHOOL COMPETITION



The National Personal Finance Challenge is a competition that provides high school students with an exciting and motivating opportunity to build, apply, and demonstrate their knowledge of money management.

Through online exams and a personal finance simulation, teams showcase their expertise in **earning income, buying goods and services, saving, using credit, investing, as well as protecting and insuring.**

Teams of 3-4 students, with one teacher/coach, can qualify to represent their state at the National Personal Finance Challenge by winning their local competition.

HOW IT WORKS: STEP-BY-STEP



CASH PRIZES

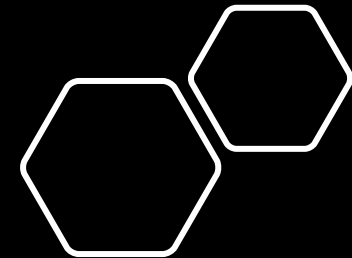
Top teams in National Finals receive a cash prize for each student team member and an all expense paid trip (excluding travel) to Cleveland, Ohio.

1st place: \$2,000 | 2nd place: \$1,000 | 3rd place: \$500 | 4th place: \$250

REGISTER TODAY FOR YOUR LOCAL COMPETITION!

personalfinancechallenge.org

The National Personal Finance Challenge is sponsored by:



NPFC



FinEd50 is a coalition of non-profit organizations, researchers, corporate partners, and professional organizations that believes that personal finance education is a crucial tool to helping people better navigate their financial lives, make informed decisions regarding their life choices, and take more control over their own futures.

FinEd50: Financial Education for American

Currently, only 24 states require personal finance education courses in the United States. Research indicates that a quality financial education leads to improved future credit scores, declines in payday lending, student loan payment increases, student borrowing shifting to lower cost options, and overall financial well-being!

Recognizing that education is the realm of state and local leadership, FinEd50 is dedicated to achieving:

State Level Action: State-level action that guarantees equitable access for every student to a robust, high-quality personal finance course;

National Standards: Courses and educational materials that address the content outlined in National Standards for Personal Financial Education and are culturally relevant and responsive to students' lived experiences;

Innovative Funding: Innovative funding mechanisms and professional development in place to support and develop a corps of high-quality teachers with access to new professional development opportunities to teach personal finance; and

Measurement: A mechanism for measuring access to courses on personal finance and equitable reach of state requirements.

Learn more about FinEd50:

Advocacy

CEE Affiliates



A network of 200 nationwide affiliates

Provide professional development for K-12 teachers, advocate for including economics and personal finance in K-12 schools, conduct research, and forge partnerships.

<https://www.councilforeconed.org/resources/local-affiliates/>

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Thank You

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