



Play Your Court



NATIONAL BANK PLAY YOUR COURT PROGRAM

INTRODUCTION AND OVERVIEW

The National Bank Play Your Court Program is operated by Tennis Canada and provides funding to **municipalities** to assist in the revitalization of **public outdoor tennis courts**.

There is a growing demand for tennis and a need to update many outdoor community courts. Tennis is a sport that engages people from all ages, abilities, and stages of development. You just need a racquet, some tennis balls, and access to a court, which is where the National Bank Play Your Court Program comes in.

The program's focus is to work with municipalities to **give new life to community courts**, offering the public a space to get active, connect with others, and engage in the sport of tennis.

THE PROGRAM'S OBJECTIVES ARE TO...

1. Assist municipalities and community organizations to **revitalize outdoor tennis courts** to help maximize participation in sport and physical activity through tennis.
2. Help **build more community recreation opportunities** for Canadians as recreation is essential to physical, mental, and social health.
3. **Grow the game of tennis** across Canada through safe and equitable participation for all.





APPLICATION FAQ

WHO CAN APPLY?

Grants are available to **municipalities across Canada.**

The selection process is managed by Tennis Canada who will review the applications using criteria and tools that are objective, diverse, and inclusive.

HOW MUCH CAN I APPLY FOR?

Grants up to **\$100,000** are available to eligible projects. In return, National Bank and Tennis Canada requirements include *(See Appendix E for full list of partnership terms)*:

1. Naming Rights for the courts
2. Facility is publicly accessible

WHAT PROJECTS ARE ELIGIBLE?

Eligible projects will consist of **municipally owned and operated outdoor courts that are freely accessible to the public.**

Ideal projects will consist of **4 or more courts** in need of refurbishment. Applications for projects with less than 4 existing courts but with **space to build additional courts** are also eligible. Applications for projects that do not meet either criteria will still be accepted but may not be given priority.

****Applicants must note that funding is limited and that this is a competitive process. Simply meeting the eligibility and minimum criteria does not guarantee funding.***

SUBMITTING AN APPLICATION

WHERE CAN I GET ADVICE ON MY APPLICATION?

We strongly suggest you discuss your project with Tennis Canada prior to applying. These Application Guidelines are meant to assist your application development. As each project is unique, each application will differ in content and format. Tennis Canada is available to answer any questions you may have.

Please read this application guide and contact us at playyourcourt@tenniscanada.com with any additional questions.

HOW ARE APPLICATIONS SUBMITTED?

Applications can be submitted to playyourcourt@tenniscanada.com as a PDF or Word document. Project details that should be included in your application can be found in **Appendix D**.



APPLICATION GUIDELINES APPENDICES

Appendix A
Eligibility Requirements

Appendix B
Eligible Expenses

Appendix C
Approvals

Appendix D
Project Details

Appendix E
Partnership Terms



APPENDIX A

ELIGIBILITY REQUIREMENTS



FUNDING ELIGIBILITY

1. Courts are fully accessible to the public.
2. If applicable, municipality provides market rate access to its courts.
3. Letters of reference confirming support of the project which may include your provincial tennis association, partners, municipal representatives, etc.
4. Quotation/estimate of the cost of your project.
5. Sources of funding identifying a detailed list of all funding sources.
6. Proof of funding – commitment or approval from funding sources.

APPENDIX A

ELIGIBILITY REQUIREMENTS



ELIGIBILITY REQUIREMENTS

1. Evidence of planning permission/planning application, municipal approvals for land use of the site, or evidence that there is legal authority to undertake the project.
2. License agreements between groups as evidence of sharing of facilities (if shared facilities are part of the project).
3. Evidence of ownership of site.
4. Approvals in principle to agree to the “Terms of Funding” for the National Bank Play Your Court Program funding must be in place. Please see attached **APPENDIX E** to reference the overview of Partnership Terms that will be in all funding agreements.
5. Retrospective funding is not available under this Program—approvals will not be granted for work that has been completed or will be completed while the application is being considered.
6. There is clear community benefit and/or economic impact for the municipality.

APPENDIX B

ELIGIBLE EXPENSES

Eligible expenses **must relate directly to the capital costs** of the project and must not include costs related to operational costs or costs that would have been incurred by the applicant. Eligible expenses are all **direct and necessary expenditures** incurred by the funding recipient towards an eligible project that are associated with the design and construction of outdoor tennis courts.



APPENDIX B

ELIGIBLE EXPENSES



INELIGIBLE EXPENSES INCLUDE

1. Legal fees
2. Any expense that will be covered by in-kind contributions or is funded by another source
3. Other costs judged ineligible by Tennis Canada, acting reasonably
4. Expenditures related to purchasing land, buildings, or other associated real estate fees
5. Expenditures related to developing a business case or proposal for funding
6. Permanent and temporary staff salaries
7. Travel expenses
8. Insurance
9. Rent/Lease costs

APPENDIX C

APPROVALS

APPROVALS

1. Confirmation that there is legal authority to undertake the project.
2. Financial ability commensurate with the nature and scope of the project.
3. Evidence of planning permission/planning application.
4. The project is clear of any environmental concerns.
5. The proposal includes a risk analysis or risk management plan (financial, continuity of service, public relations, liability, etc.) that is acceptable to the municipality.
6. The proposal includes a benefit analysis for both the municipality and the proponent that is acceptable to the municipality.
7. A feasibility study that supports the initiative and the need for this capital project and has been approved by the municipal government's council.
8. Evidence of consultation with your municipal government. A letter is sufficient evidence of consultation.
9. Signed municipal council resolution describing your organizational commitment to, and financial support for, the project and funding application to Tennis Canada.



APPENDIX D

PROJECT DETAILS

PROJECT DETAILS

Applications should include the below project details within their submission. There are no formatting requirements.

PROJECT TITLE

This should be a few words to identify the project.

SUMMARY

Please provide a short **(800 character maximum)** summary of what you are applying for. The summary should describe your project and how these new courts will increase the number of active participants in tennis in your community. Any targets should be specific, measurable, and realistic.

We will only fund projects that are tennis facilities. Shared use of the tennis facility is acceptable but must be described in the project description and must not be the primary purpose of the facility.

NAME OF CITY AND POPULATION

Please provide name of municipality and the population of the municipality.

ADDRESS

This is the location of the courts. Please also include closest intersection.

LOCATION

Map the location of your project. Please use a satellite version and map version to accurately locate your courts on the map.

OWNERSHIP AND OPERATING MODEL

1. Identify the landowner and the relationship to the project.
2. Identify the current and future operations and the relationship to the project.
3. Operator/organization's history of operating a tennis facility.
4. Operator's organizational governance structure.
5. Municipal approval for facility sponsors (including National Bank title sponsorship and any other sponsors).

APPENDIX D

PROJECT DETAILS

PROJECT DETAILS (CONT.)

PROXIMITY TO OTHER TENNIS COURTS

1. Closest outdoor municipal tennis courts and name/address.
2. How many courts in the community and surrounding communities closest to your project?

DESIGN

Please include architect, engineer, contractor, planning/design consultant conceptual sketches and/or schematic designs for the project and site.

ACCESSIBILITY

All projects must be accessible to people with disabilities and capital projects must conform to the universal principles of design

PROJECT LEAD AND CO-LEADS

Provide the main contact for the project (email and phone number). Secondary contacts may also be included here.

DETAILS OF PROPOSED PROJECTS AND COSTS

Please include the different components/parts of your project and the cost and priority of each component.

How many outdoor courts?

What is the current surface material?

Do the courts have fencing? Wind screens?

What other amenities exist at your facility?

Please breakdown ALL parts of your project and the cost of each component as much as possible. Failure to adequately break down the cost of your project may make it difficult to allocate any funding towards it. This should include tennis courts, fences, nets, wind screens, lighting etc.

TIMELINES

Timelines for entire project (approvals, fundraising, procurement, construction, community event) and timeframe for construction (approximate start date, stages, and completion date).



APPENDIX D

PROJECT DETAILS



FUNDING SOURCES

Please list your funding sources and specify if the funding is pending or confirmed.

1. Federal
2. Provincial
3. Municipal
4. Not-for-Profit Organization
5. Private donations
6. Third-party operator
7. Other
8. Has this project applied for any other grants to fund this project? If yes, please state organization, fund and funding level requested.
9. Identify funds raised to date and cash flow projections of funding for the duration of the project timeline.
10. Eligible elements of an application will be considered for funding even if other elements of the project are ineligible.

All applications will be reviewed by Tennis Canada, and a Tennis Canada representative will be in touch with you to discuss the details of your project within 30 days of receipt of your application.

APPENDIX E

PARTNERSHIP TERMS

NATIONAL BANK PARTNERSHIP TERMS

NAMING RIGHTS

Official National Bank trademark incorporated into court signage and onto nets. Preference to incorporate branding onto fencing and wind screens where possible.

Use of official National Bank trademark when or wherever court name is used/presented.

National Bank has an option to acquire additional external signage, at their cost, based on approval and municipal by-laws.

Location is not allowed to sell additional title/naming sponsorship.

Location can obtain additional sponsors in other areas; additional sponsors cannot compete in the bank industry.

Term of naming rights agreement will be a minimum of 10 years, and National Bank has first right of renewal.



APPENDIX E

PARTNERSHIP TERMS



NATIONAL BANK PARTNERSHIP TERMS (CONT.)

FUNDING AMOUNT

Up to \$100,000 in grant funding. Payment terms to be developed with each approved project and is contingent on a signed agreement with each municipality.

To be eligible for funding, the courts must meet all required funding eligibility criteria.

National Bank and Tennis Canada funding will never be higher than \$100,000 per project, unless jointly agreed by Tennis Canada and National Bank.

COVERAGE AND MEDIA EXPOSURE

National Bank and Tennis Canada have rights to video tape, at no cost to the facility, construction, major events and use images and videos of the activities of the facility to promote the Play Your Court Program.

National Bank and Tennis Canada have rights to have an official role and must be referenced in all major announcement and events, this includes (but is not limited to): official partnership announcement, ground-breaking, and community launch.

BREACH OF CONTRACT

National Bank (and Tennis Canada) have an exit clause based on agreed performance metrics. 90-day cure period. No refund is required if agreement spans at least 6 years. If less than 6 years, \$25,000 per year refund for every year below 6 years.

APPENDIX E

PARTNERSHIP TERMS

NATIONAL BANK PARTNERSHIP TERMS (CONT.)

FUNDING APPLICATION PROCESS

Tennis Canada has the sole right to reject an application for grant funding if:

- a) The facility will operate as a private club.
- b) The municipality or operator already has a Tennis Canada funded project.
- c) The project has less than 4 courts.
- d) The project is judged to have an unacceptable
 - i. Capital/construction plan
 - ii. Agreement with the municipality
 - iii. Governance mode
- e) Tennis Canada plans to approve up to 4 grants per year - an application may be rejected for preference of nation-wide and/or province-wide coverage.
- f) Project completion date is unreasonable.
- g) Indemnity in favour of Tennis Canada is not agreed to.
- h) Right of first refusal to purchase or operate the facility (with the intent of retaining it as a tennis facility) is not agreed to.



APPENDIX E

PARTNERSHIP TERMS

MUNICIPALITY PARTNERSHIP TERMS

AFFORDABILITY (If applicable)

The municipality will review the pricing of programs, rental fees, and participant fees on an annual basis. Fees must be in line with the average cost of similar municipal recreation programs.

The municipality must provide residents of the municipality discounted fees subject to a mutual agreement.

The municipality must provide for an “access to recreation” support program for underserved participants if paid by a Tennis Canada sponsor.

ACCESSIBILITY

A municipal procurement process, such as a request for proposals, is preferred if selecting a third-party operator, this way bidding on operations can be open and publicly accessible to qualified vendors.

Programs at the facility must be available to all community members regardless of their membership status with the facility.

The facility must have wheelchair accessible: entrance, tennis courts, seating, and parking.

The facility must provide an inclusive and equitable environment. The facility should ensure tennis is available to all residents regardless of their gender, ability, race, religion, ethnicity, or sexual orientation.

METRICS

On an annual basis, the municipality will provide Tennis Canada with key participation and performance metrics.

Reporting will be mandatory for the first three years. Future reporting will be subject to mutual agreement.

MARKETING

The municipality will allocate space in seasonal recreational guides (and/or online registration portals) to market the facility’s tennis programs.

The municipality will mention the facility when/wherever other municipal recreation facilities are listed for residents.

Subject to mutual agreement, the municipality will allocate ad-space in their digital and print publications for the facility to place ads at a preferred rate.

OPERATIONS

The facility will use existing municipal resources for the purposes of:

- (a) snow removal.
- (b) maintenance and cleaning.

