

LET'S PLAY YEAR- ROUND

BRING YEAR-ROUND TENNIS TO YOUR COMMUNITY

EXECUTIVE SUMMARY
Tennis Canada's Municipal Tennis
Facilities Strategy & Partnership Framework

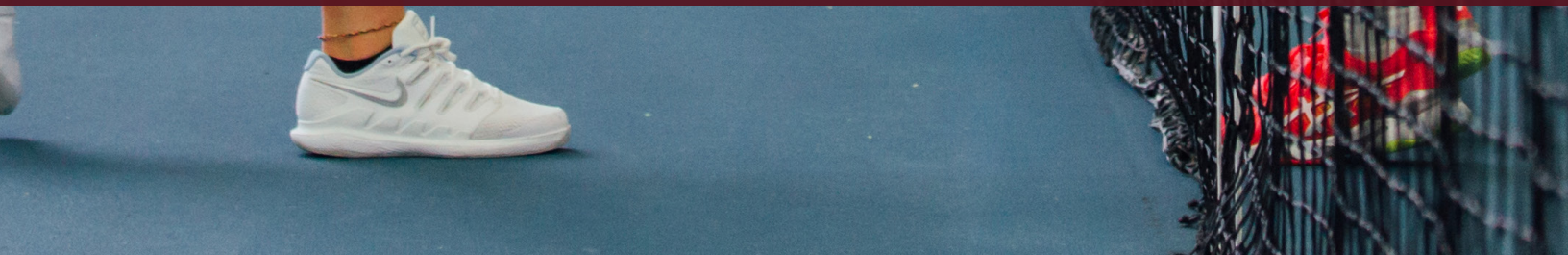




“LET’S WORK TOGETHER. LET’S PLAY TOGETHER.”

Tennis Canada is the National Sport Organization for tennis in Canada and aims to improve the lives of Canadians through tennis. The organization’s mission is to lead the growth of the sport in the country. This mission can only be accomplished with more individuals playing more tennis more frequently, including during winter. Tennis Canada hopes to increase the number of accessible and affordable year-round courts in Canada. With only one accessible year-round court for every 53,000 Canadians, there is a shortage of year-round tennis courts in Canada preventing residents from playing tennis for the greater part of the year. To help address this shortage, Tennis Canada has developed the Municipal Tennis Facilities Strategy and Partnership Framework.

The goal of this strategy is to increase access to year-round tennis for all Canadians. Year-round courts include courts under a permanent, air-supported or other fabric frame structure that enables Canadians to play tennis regardless of the weather. Through a partnership structure, municipalities can help deliver affordable tennis programs for all ages and abilities by leveraging their operational and programming expertise, as well as the local community. By partnering with local governments, not-for-profit groups, and other community organizations, Tennis Canada hopes to ensure that Canadians can play tennis in any community, at any time of year – let’s work together, let’s play together!



TENNIS – A SPORT FOR EVERYONE

TENNIS IS GENDER-BALANCED

It is played by all genders.

TENNIS IS A SPORT OF LIFE

Every age group contributes to the Canadian tennis playing population.

TENNIS IS A SAFE SPORT

Among the top 10 sports in Canada, tennis has low levels of injury and concussion.

TENNIS IS AFFORDABLE

No specialty clothing or footwear, just a racquet and a few balls.

TENNIS IS ACCESSIBLE

Tennis is inclusive, equally open to persons with a disability and is accessible to persons of all cultural backgrounds, ages and stages of development.

TENNIS IS A TOP 3 SPORT AMONG NEW CANADIANS

26% of tennis players were born outside of Canada.

TENNIS PROMOTES QUALITY PROGRAMMING AND CERTIFIED COACHES AND INSTRUCTORS

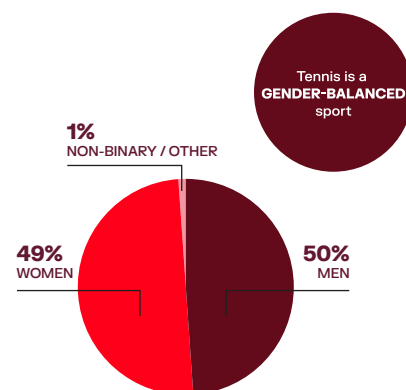
There are over 3300 certified tennis coaches in Canada. Tennis Canada promotes safe sport and mandates background checks for coaches.

TENNIS IS ONE OF THE BEST FORMS OF EXERCISE TO HELP IMPROVE CARDIOVASCULAR HEALTH

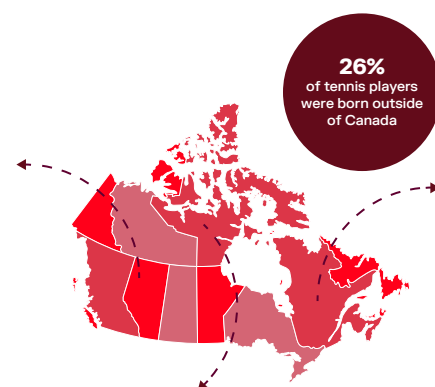
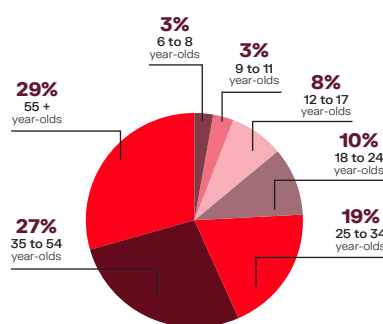
A British study found that respondents that had played racquet sports had a 56% lower risk of dying of heart disease or a stroke.

PLAYING TENNIS EXTENDS ONE'S LIFE EXPECTANCY BY 9.7 YEARS

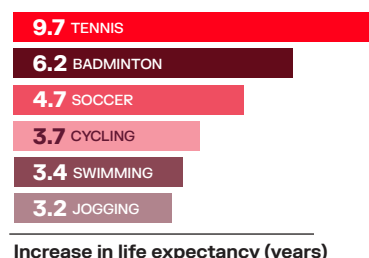
The Copenhagen City Heart Study compared several sports and found tennis to be the leading sport in increasing life expectancy.



CANADIANS OF ALL AGES PLAY TENNIS



TENNIS PLAYERS LIVE LONGER



Increase in life expectancy (years)





“ To have more covered courts, it’s the most important thing. We already have great coaches and players, and now we have people who are interested in the sport – they want to play. But access is everything. They need access to courts, indoor courts, so they can play all year long. I think having that access is going to change a lot of things in the Canadian tennis landscape. ”

- Félix Auger-Aliassime



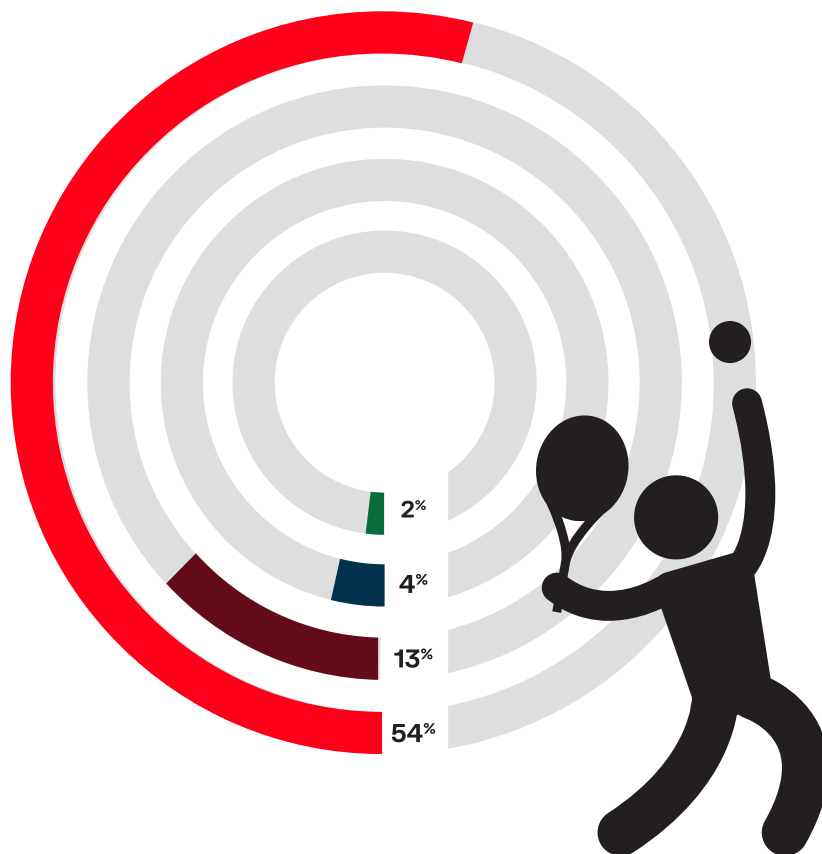
“ These year-round covered courts are helping to grow the sport of tennis in Canada and providing communities with opportunities to stay active. As a pro tennis player, I know first-hand that accessibility for kids, and up-and-coming high-performance athletes, is truly helping to empower the next generation of Canadians. ”

- Bianca Andreescu



CANADIAN TENNIS BY THE NUMBERS

TENNIS PARTICIPATION ACROSS CANADA



- 54%** of Canadians (**19.9M**) have played tennis in their lifetime.
- 13%** of Canadians (**4.9M**) played tennis in the past year.
- 4%** of Canadians (**1.5M**) played tennis at least 10 times in the past year.
- 2%** of Canadians (**6.3K**) played tennis at least 20 times in the past year.

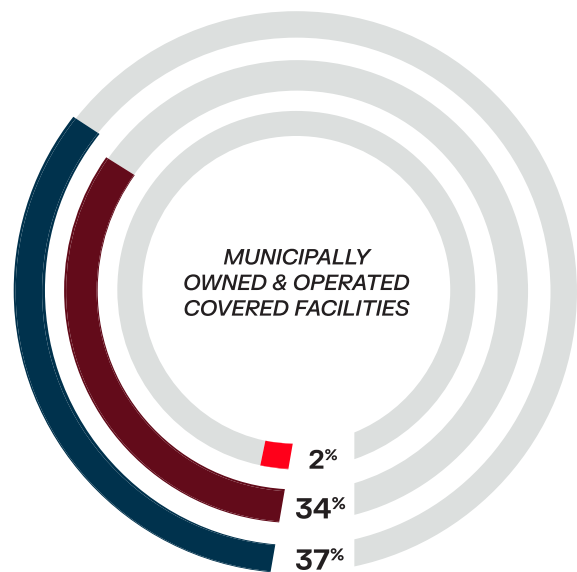




TENNIS FACILITIES ACROSS CANADA

Most Canadians start playing tennis with a friend or family member on public outdoor courts, but for many, the lack of year-round courts has made tennis a seasonal sport played only in summer.

Across Canada, there are 7,500 accessible tennis courts in the private and public sectors, and only 10% are year-round. While municipalities own and operate far more courts than any other sector, only 2% of municipal tennis courts are covered and thus open to year-round play. Increasingly, outdoor sports such as hockey and swimming have moved indoors, but tennis has fallen behind.



TENNIS
2%



HOCKEY
34%



SWIMMING
37%

There is only one accessible year-round court per 53,000 Canadians, making Canada rank poorly among developed nations in this regard. Research has shown that 61% of Canadian tennis players use outdoor courts and would play more tennis if they had access to convenient and affordable year-round courts. In addition, Canadians who are thinking of taking up the sport indicated that the wider availability of year-round courts could convert them to regular players.



TENNIS CANADA'S YEAR-ROUND COURT STRATEGY



The Municipal Tennis Facilities Strategy and Partnership Framework was developed to engage local governments and supply them with information on how they can help deliver more year-round courts to their communities. The Framework is based on best practices and case studies of municipalities already working in partnership with external organizations to provide their residents with access to more recreational activities. Year-round court projects are excellent opportunities for municipalities to support their active living strategies and meet the growing demand for access to tennis, while ensuring a financial return on their investment. For several decades, tennis facilities across Canada have relied on air-supported structures— an effective solution to cover such open spaces.

Tennis is becoming a leading sport in Canada. Last year, nearly 5 million Canadians hit the courts and 1.5 million played at least 10 times in the past year. Canadian athletes like Leylah Annie Fernandez, Bianca Andreescu, Eugenie Bouchard, Gabriela Dabrowski, Félix Auger-Aliassime, Denis Shapovalov and Milos Raonic are competing at the highest level around the world and inspiring their nation to play more tennis, or try it for the first time!



Tennis Canada's Municipal Tennis Facilities Strategy and Partnership Framework was developed to help municipalities, not-for-profit organizations and other community groups achieve successful year-round court projects. The core components of the Strategy and Framework demonstrate:

01 ALIGNMENT WITH NATIONAL SPORT AND RECREATION POLICIES

Tennis Canada's Municipal Tennis Facilities Strategy and Partnership Framework is aligned with the Framework for Recreation in Canada (Canadian Parks and Recreation Association), the Canadian Sport Policy (Sport Canada) and the Long-Term Athlete Development Framework (Sport for Life Society), as well as many municipal mandates, policies and facility development plans, to help support initiatives to advance local public policy and recreation service delivery priorities.

02 FLEXIBLE OPERATING AND OWNERSHIP MODELS

The Framework applies to collaborations between municipalities and potential partners such as community tennis clubs, not-for-profit agencies and commercial entities.

03 INTEGRATION WITH SEVERAL SPORTS

The Framework provides guidance for municipalities seeking to design multisport and multi-functional facilities. Sports such as badminton, basketball, pickleball and volleyball can be easily integrated into a tennis facility.

04 TOOLS & RESOURCES

With its 3 planning tools, 18 resources and information to support municipal planning, research and decision-making, the Framework takes the guess work out of developing a successful year-round tennis court project.

05 ONGOING SUPPORT

Tennis Canada is available to offer advice, expertise and relevant research to help support planning, design and project implementation. Tennis Canada was successful in securing Rogers as a funding partner to help grow year-round tennis in municipalities across Canada. This funding is directly provided to municipalities to help cover up-front planning work or capital costs.





Already available in over 90 Canadian municipalities, year-round facilities yield many benefits and help achieve community development and program delivery objectives, including multi-sport integration.

COMMUNITY BENEFITS

- 01 Tennis is a **sport for life**. Playing tennis positively contributes to **physical, mental and social well-being**.
- 02 Requiring minimal equipment, tennis is **affordable**, especially compared to other traditional and core sports.
- 03 Year-round tennis makes it easier for citizens to **allocate more time to physical activity**.
- 04 A thriving tennis facility **supports a healthy, active community strategy** with diverse programming for all ages and abilities.

POSSIBLE ROLE FOR EXISTING COMMUNITY TENNIS CLUBS

Community tennis clubs are ideal partners, since they have played a significant role in growing and supporting the sport of tennis in Canada for decades. Community tennis clubs with four or more outdoor courts may be prime locations for year-round court facilities.

Community tennis clubs across Canada can also play a critical role in helping municipalities design, build and operate a year-round court facility. For instance, each winter, the not-for-profit Burnaby Tennis Club in Burnaby, British Columbia erects an air-supported structure over six municipal courts to provide community members with year-around access to tennis.



ECONOMIC BENEFITS

- 01 Year-round court facilities generate **revenue** through programs, court rental fees and leases. After expenses, a facility can generate \$20,000 to over \$40,000 per court in annual revenue.
- 02 Hard courts are **multi-sport** surfaces that can easily accommodate several racquet and net sports.
- 03 Year-round courts increase the number of **volunteering opportunities** over a full 12-month season and provide valuable education and coach certification opportunities.
- 04 Year-round court facilities create **new full and part-time job** opportunities for facility managers, tennis coaches and program instructors.
- 05 Year-round court facilities can be **multi-functional** when designed to also meet other community needs: trade shows and exhibitions, town hall meetings, and other community-based events.
- 06 Across Canada, **sports tourism** generates over \$7.4B in annual revenue—a figure that is rising. Year-round tennis facilities provide opportunities to host tournaments and events.

MULTI-SPORT INTEGRATION

Allowing for a range of sports, a year-round court facility enables municipalities to support their recreation service delivery philosophy and achieve their community health benefit objectives. For example, the Cougar Dome in Truro, Nova Scotia integrates a tennis facility, indoor walking track, golf range and portable synthetic turf.

MULTI-LINE INTEGRATION	MULTI-SPORT CONVERSION VIA PORTABLE SYNTHETIC TURF
Badminton	Soccer
Pickleball	Lacrosse
Volleyball	Ultimate Frisbee
Basketball	Baseball
Minimum requirement: 2 tennis courts	Minimum requirement: 6 tennis courts

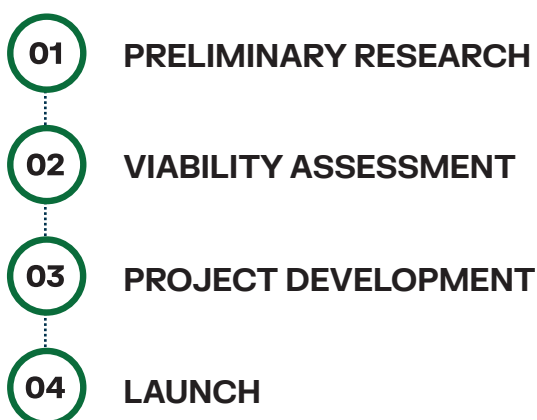


MUNICIPAL TENNIS PARTNERSHIP FRAMEWORK



The Municipal Tennis Partnership Framework provides a road map to facilitate the development of municipal year-round courts for year-round tennis programming. The Framework is structured in a way that enables municipalities to participate in year-round court projects, in keeping with their philosophies, policies and service provision priorities. It provides guidance on engaging with community partners so that the risks and rewards are shared by various participants seeking to advance tennis and other sports within their community.

The Framework is meant to guide municipalities through a four-stage partnership process covering:



To aide municipalities throughout the development of their year-round court project, the Framework includes **3 key planning tools, 18 resources, and 7 appendices.**

PARTNERSHIP MODELS

Tennis Canada's research on partnership models for year-round court facilities has identified three options that municipalities should primarily consider for their year-round court project:

- 01 Municipality leases land to a **not-for-profit** operator that oversees seasonal or year-round operations
- 02 Municipality leases land to a **commercial operator** that oversees seasonal or year-round operations
- 03 **Municipality owns and operates** the year-round court facility

One of these three partnership models will likely be in line with the objectives of most municipalities. However, some may also consider an educational institution or private organization to develop a year-round court facility.



FUNDING MODELS

The funding model will depend on the level of participation of project partners and the structure of the partnership. There are a range of funding sources to cover the capital costs of partnered projects involving a municipality and a non-municipal partner (e.g. federal and provincial grants, development charges, sponsorship and fundraising). A year-round court facility is a rare opportunity to earn a positive return on investment in the recreational field.

A year-round court facility with a wide-ranging program can generate \$20,000 to over \$40,000 in annual net revenue per court, and numerous year-round court facilities across Canada have recovered their capital investment in less than 10 years. The life expectancy of facilities equipped with an air-supported court cover is up to 25 years, thus providing over a decade of financial gains.

PLANNING FOR SUCCESS

Tennis Canada has developed three planning tools to help municipalities understand the operational and financial aspects of a year-round court facility:

- 1 Estimated capital expenses & funding
- 2 Estimated operating revenues & expenses
 - a Seasonal Operations
 - b Year-round Operations
- 3 Programming guide for municipalities

These tools provide an overview of the investments required to build a year-round court facility, demonstrate how a year-round court facility can generate income, discuss the expenses that will be incurred and outline wide-ranging year-round court facility programs, courses, classes and additional tennis activities for players of all ages and abilities.



BENEFITS OF AN AIR-SUPPORTED STRUCTURE



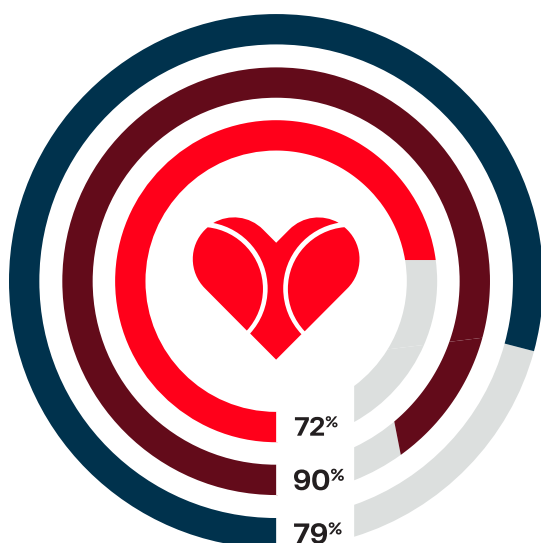
Year-round courts includes permanent structures, air-supported structures and other fabric frame structures that allow Canadians to play tennis regardless of the weather. Tennis Canada research indicates that air-supported structures are most commonly used and an effective option for covering a large open space. Additionally, they have shorter construction schedules, are versatile and can be seasonal. A year-round court with a wide-ranging program can generate \$20,000 to over \$40,000 in annual net revenue per court.



LET'S PLAY YEAR-ROUND TENNIS!



Let's work together! Tennis Canada conducted an independent survey of 1,000 Canadians to find out how they feel about potential collaborations between Tennis Canada and municipalities to bring more year-round courts to Canadians.



72% of Canadians liked or loved the year-round tennis courts initiative

90% of Canadians agree that municipalities and Tennis Canada should collaborate on the year-round tennis courts initiative

79% of Canadians said that they would see their municipality in a more positive light if it collaborated with Tennis Canada on a year-round tennis courts initiative

Collaboration with Canada's communities to bring more year-round tennis through year-round court projects is well supported.

The Municipal Tennis Facilities Strategy and Partnership Framework provides a step-by-step approach to ensure the municipal partnership development process is successful from a business standpoint and delivers relevant benefits to local residents. Tennis Canada understands that recreation service delivery objectives, initiatives and approaches vary from one municipality to the next, and the Framework has therefore outlined several capital and partnership options to help municipal organizations provide their citizens with a year-round court facility.

From kids team tennis to wheelchair tennis and senior leagues, the sport has a place in the lives of all Canadians, provided they have access to year-round facilities. Through strategic and operational partnerships, municipalities can bring more affordable and accessible year-round sport and recreation opportunities to their communities. Tennis serves to connect citizens and spark a passion for a lifelong sport. Tennis Canada seeks to ensure that all participants across the nation can play tennis year-round, at any time of year. With the help and support of municipalities, this aim can become a reality. Let's work together, let's play tennis year-round!





For more information, please contact
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