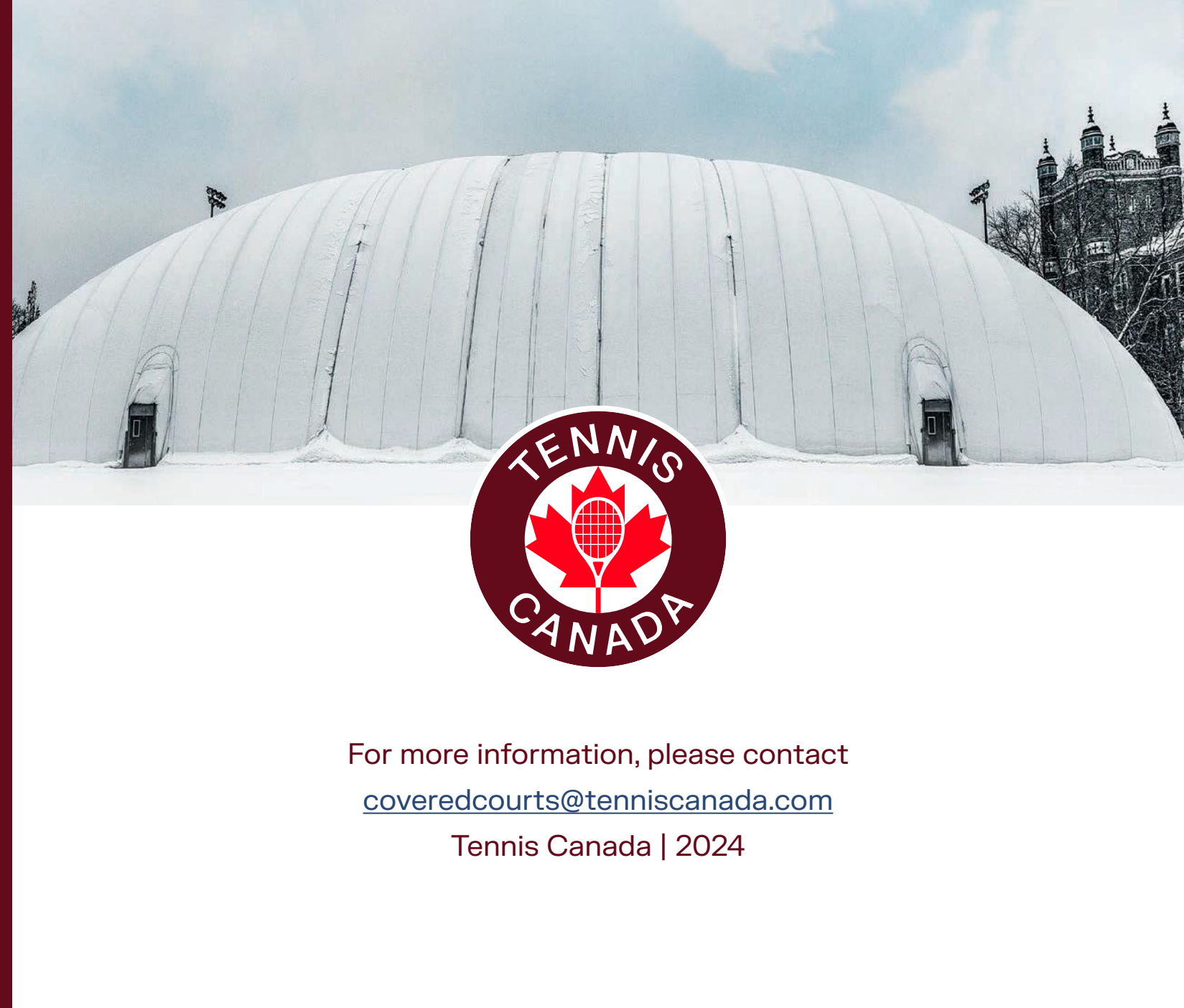




**YEAR-
ROUND**

BRING YEAR-ROUND TENNIS TO YOUR COMMUNITY



For more information, please contact
coveredcourts@tenniscanada.com
Tennis Canada | 2024



**LET'S
PLAY**



“

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

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



”

**Tennis Canada's
Municipal Tennis
Facilities Strategy &
Partnership Framework**

Who are Canada's tennis players?

- + **Tennis is gender-balanced.** Equally represented across all genders.
- + **Tennis is a sport for life.** Participants represented from ages 4 to 94.
- + **Tennis is popular among New Canadians.** 26% of tennis players were born outside of Canada.

Why do Canadians play tennis?

- + To **get active.** Tennis can be played at any age and it is easy to get started.
- + To **live longer.** Research shows that tennis can extend your life expectancy.
- + To **have fun while staying safe.** Tennis is a low-injury sport compared to other popular sports.

Tennis Canada's strategy to achieve affordable and accessible year-round recreation

- 1

Alignment with national sport and recreation policies **to get every Canadian active.**
- 2

Flexible operating and ownership models to meet the needs of all municipalities.
- 3

Making the best use of space through multi-sport and multi-functional facilities.
- 4

Tools & resources to help municipalities every step of the way.
- 5

Supporting municipalities so Canadians can play tennis in any community, any time of the year.

A year-round four-court facility can...



Create a **variety of new jobs**



Provide a community of **50,000 access to year-round physical activity**



Run hundreds of programs for kids, adults and seniors



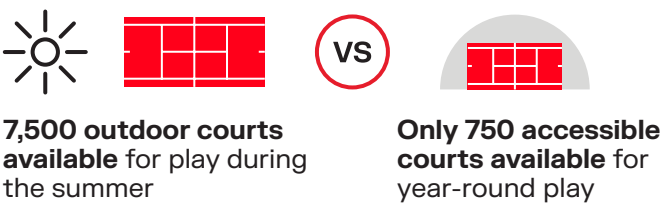
Be built easily by covering an existing bank of courts with an air-supported structure

Tennis Canada is here to help

Want to keep your community active year-round? Tennis Canada has everything you need to make a year-round court facility a reality. To learn more about our program and access our planning tools, resources, and local contacts, reach out to us at coveredcourts@tenniscanada.com

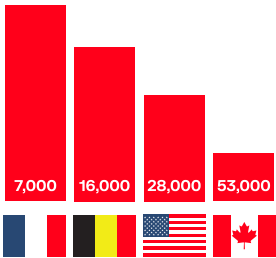


Where do Canadians play tennis?



That's only 1 year-round court for every 53,000 Canadians...

How does Canada compare? Canada ranks poorly when it comes to year-round courts.



What are Canadians saying?



Independent market research was completed in August 2018 in conjunction with Charlton Insights.

Benefits for investing in year-round tennis

- + **Tennis is affordable;** it only needs a racquet and a few balls
- + **Tennis is accessible;** inclusive of all abilities and ages
- + **Cost-efficient and flexible** infrastructure options
- + **Courts returned to free public** use in the summer
- + **Multi-sport and multi-functional** facility design
- + **Generate a positive** net revenue
- + **Create new full and** part-time jobs
- + **Grow local** sport tourism
- + **Provide education,** coach certification & volunteering opportunities
- + **Increase the physical, mental & social** well-being of residents

