

LET'S PLAY YEAR-ROUND



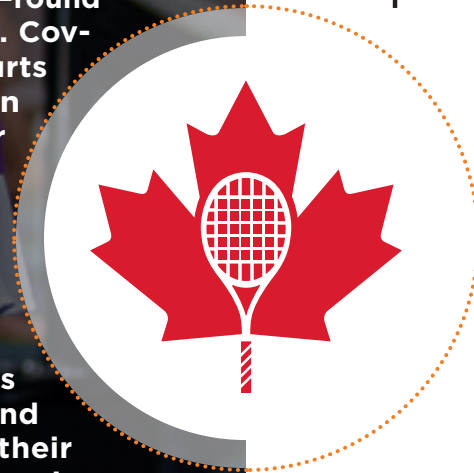
**Tennis Canada's Municipal Tennis Facilities Strategy
& Partnership Framework - EXECUTIVE SUMMARY**

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**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. That 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 covered courts in Canada. With only one accessible covered court for every 50,000 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. Covered courts include courts under a permanent, an 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 equally among girls, boys, women and men.

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.

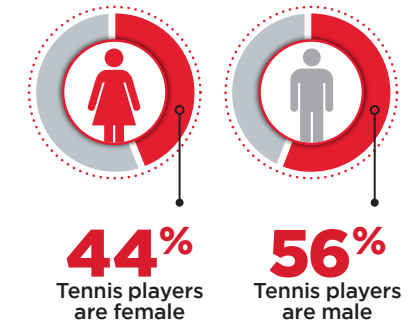
TENNIS IS A TOP 3 SPORT AMONG NEW CANADIANS
 23% of tennis players were born outside of Canada.

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.

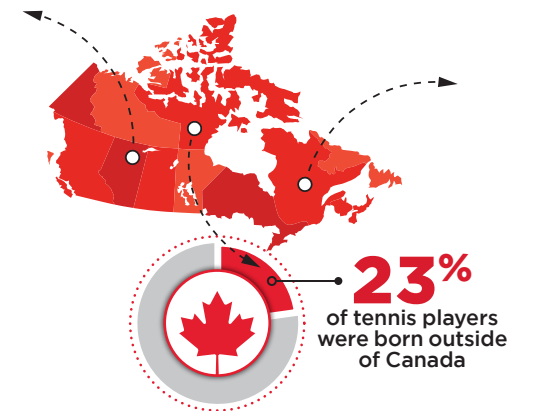
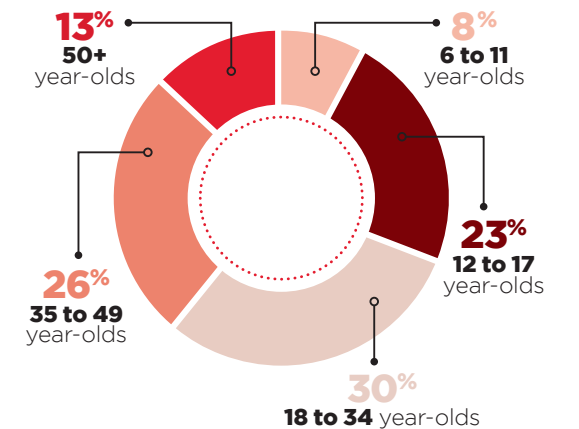
TENNIS IS ONE OF THE BEST FORMS OF EXERCISE TO HELP IMPROVE CARDIOVASCULAR HEALTH

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

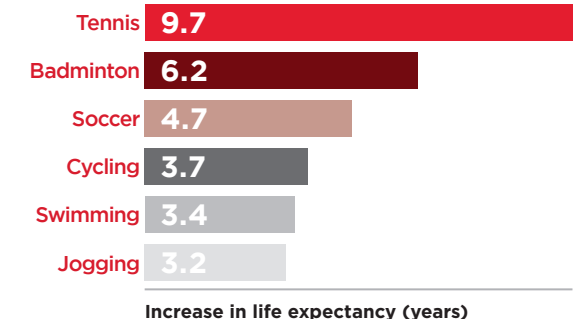
PLAYING TENNIS EXTENDS ONE’S LIFE EXPECTANCY BY 9.7 YEARS
 The Copenhagen City Heart Study compared several sports and found tennis to be the leading sport in increasing life expectancy.



CANADIANS OF ALL AGES PLAY TENNIS



TENNIS PLAYERS LIVE LONGER





“We used to play tennis in the park during summer, it would have been great to have access to those courts year-round.”

– Félix Auger-Aliassime

“I wanted to believe that you can make it as a player coming from Canada. With more indoor facilities, it’s possible.”

– Bianca Andreescu



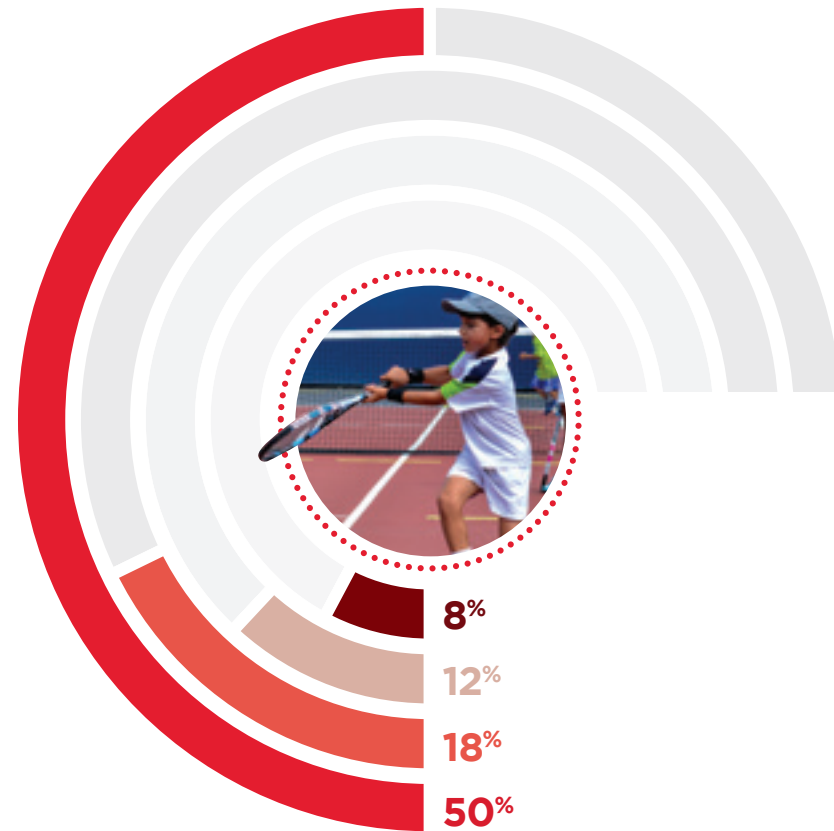
“My hope is to further ignite the tennis boom in Canada and help more kids pick up a racquet.”

– Denis Shapovalov



CANADIAN TENNIS BY THE NUMBERS

TENNIS PARTICIPATION ACROSS CANADA



50%

of Canadians **(18.5M)** have played tennis in their lifetime.

18%

of Canadians **(6.5M)** played tennis in the past year.

12%

of Canadians **(4.5M)** played tennis at least 4 times in the past year.

8%

of Canadians **(2.9M)** played tennis at least once a week during the tennis season.

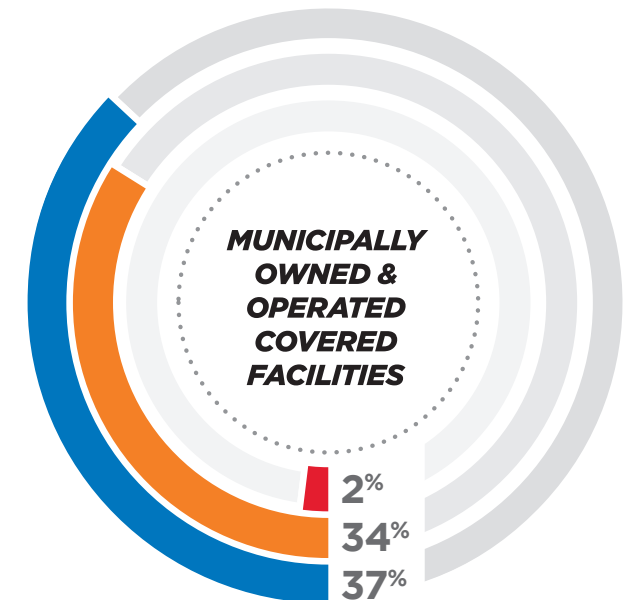
The percentages mentioned above are inclusive of each other.



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 covered 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 covered. 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 covered court per 50,000 Canadians, making Canada last 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 covered courts. In addition, Canadians who are thinking of taking up the sport indicated that the wider availability of covered courts could convert them to regular players.

TENNIS CANADA'S COVERED COURT STRATEGY



Tennis is becoming a leading sport in Canada. Last year, 6.5 million Canadians hit the courts and there has been a 36% increase in frequent tennis play over the past two years. Canadian athletes like Milos Raonic, Eugenie Bouchard, Denis Shapovalov, Bianca Andreescu, Félix Auger-Aliassime and Gabriela Dabrowski are dominating on courts around the world and inspiring their nation to play more tennis, or try it for the first time!

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 covered 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. Covered 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 Canada's Municipal Tennis Facilities Strategy and Partnership Framework was developed to help municipalities, not-for-profit organizations and other community groups achieve successful covered 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.

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 covered tennis court project.

03 INTEGRATION WITH SEVERAL SPORTS

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

05 ONGOING SUPPORT

Tennis Canada is available to offer advice, expertise and relevant research to help support planning, design and project implementation. As a not-for-profit organization, Tennis Canada is also working to establish partnerships to fund covered court initiatives and thus provide financial support to municipalities to help with their project planning and capital costs.



Already available in over 90 Canadian municipalities, covered court tennis 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 covered court facilities.

Community tennis clubs across Canada can also play a critical role in helping municipalities design, build and operate a covered 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 Covered 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 Covered courts increase the number of **volunteering opportunities** over a full 12-month season and provide valuable education and coach certification opportunities.
- 04 Covered court facilities create **new full and part-time job** opportunities for facility managers, tennis coaches and program instructors.
- 05 Covered 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 \$3B in annual revenue—a figure that is rising. Covered tennis facilities provide opportunities to host tournaments and events.

MULTI-SPORT INTEGRATION

Allowing for a range of sports, a covered 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 with portable synthetic turf
Pickleball	Soccer
Badminton	Lacrosse
Basketball	Ultimate Frisbee
Volleyball	Baseball
Minimum requirement: 2 tennis courts	Minimum requirement: 6 tennis courts



The Municipal Tennis Partnership Framework provides a road map to facilitate the development of municipal covered courts for year-round tennis programming. The Framework is structured in a way that enables municipalities to participate in covered 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

- 01 **PRELIMINARY RESEARCH**
- 02 **VIABILITY ASSESSMENT**
- 03 **PROJECT DEVELOPMENT**
- 04 **LAUNCH**

To aid municipalities throughout the development of their covered court project, the Framework includes **3 key planning tools, 18 resources, and 7 appendices.**

PARTNERSHIP MODELS

Tennis Canada's research on partnership models for covered court facilities has identified three options that municipalities should primarily consider for their covered 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 covered 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 covered court facility.

FUNDING MODELS

The funding model will depend on the level of participation of project partners and 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 covered court facility is a rare opportunity to earn a positive return on investment in the recreational field. A covered court facility with a wide-ranging program can generate \$20,000 to over \$40,000 in annual net revenue per court, and numerous covered 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 covered court facility:

- 01 **Estimated capital expenses and funding**
- 02 **Estimated operating revenues and expenses**
 - a Seasonal operations
 - b Year-round operations
- 03 **Programming guide for municipalities**

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



BENEFITS OF AN AIR-SUPPORTED STRUCTURE



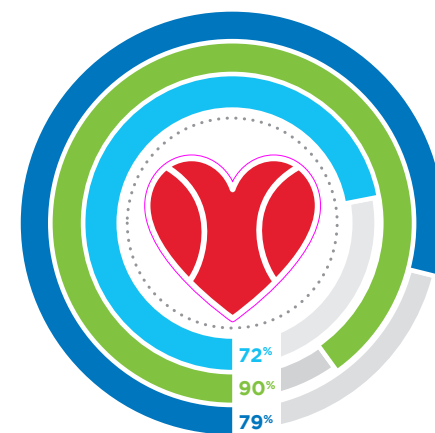
Covered courts includes permanent structures, air-supported structures and other fabric frame structures that allow Canadians to play tennis regardless of the weather. Tennis Canada research indicates that air-supported structures are most commonly used and an effective option for covering a large open space. Additionally, they have shorter construction schedules, are versatile and can be seasonal. A covered 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 covered courts to Canadians.



72% of Canadians liked or loved the covered courts initiative

90% of Canadians agree that municipalities and Tennis Canada should collaborate on the covered 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 covered court initiative

Collaboration with Canada's communities to bring more year-round tennis through covered 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 covered court facility.

From kid's 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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