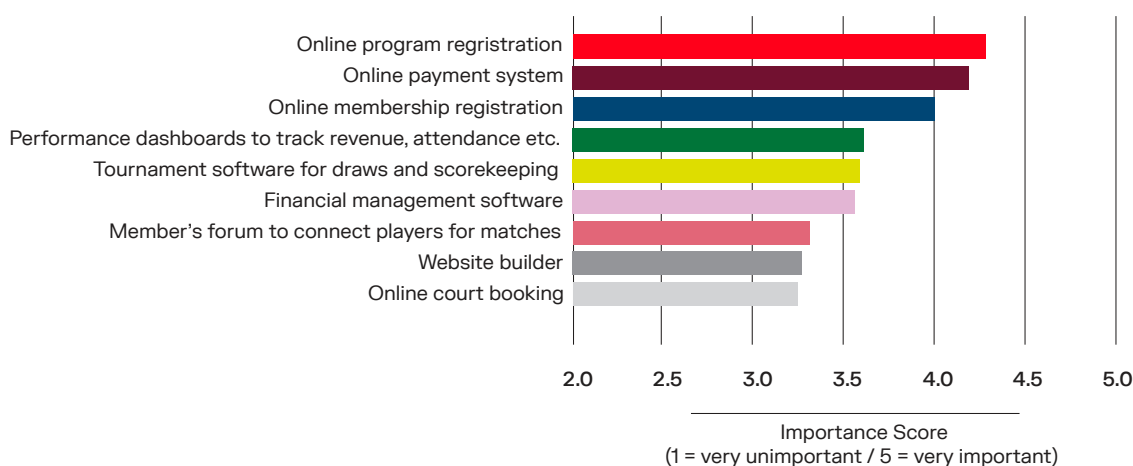


RESOURCE R

Tennis Facility Management Software

Many municipalities across Canada have implemented software to manage their recreation programs. With the help of technology, municipalities are able to efficiently manage their programs, allocate resources, track participants' fees and much more. Year-round tennis court facilities can receive similar benefits from implementing software to help with daily operations and tennis programming.

To aide tennis facility operators, Tennis Canada conducted a comprehensive review of the available tennis facility management software in 2018. By leading this initiative, Tennis Canada intended to help tennis facilities reduce the time, resources and funds spent finding a software solution for their operations. 64 tennis facilities across Canada were surveyed and asked how important nine different features/services would be to their day-to-day operations. The survey question yielded the following results:



The review resulted in Tennis Canada choosing to partner with ClubSpark, a platform originally developed in partnership with the Lawn Tennis Association (LTA) in Britain. ClubSpark is currently used by 7,000+ sports associations, clubs and coaching organizations across the world, including Grand Slam nations such as the USTA and Tennis Australia. Tennis Canada has identified three key areas in which ClubSpark is positioned to improve the operations of municipal tennis:

- Reach and connect with more players
 - Offer real-time booking sheets for an unlimited number of tennis courts
 - Build and maintain a database of your municipal court players and communicate with them directly
- Track court utilization
 - Better understand the usage of your municipal courts including popular locations and peak times
 - Identify the number of municipal court players and understand their playing habits
- Make it easier for residents to play
 - Allow residents to book, cancel and modify their reservations online
 - Includes the possibility of implementing remote-gate access to your municipal courts

Tennis Canada is willing to work with municipalities and tennis facilities to explore how ClubSpark may be able to help improve operations and discuss how it could be integrated into current systems.

