

Mississauga Premier Racquet Club



Community
Group Update

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Mississauga Premier Racquet Club will be a community based, self-sustaining, winterized year-round tennis facility in Mississauga, improving and utilizing the planned municipal-owned tennis facility at Churchill Meadows Sports Park.

Benefits:

- Serving the needs of recreational and competitive players in the community.
- Provide opportunities for hosting provincial, national and international events that will bring visitors to showcase Mississauga talent.
- Led by internationally recognized tennis leader Karl Hale (Tournament Director Rogers Cup, President of the Professional Tennis Registry, and former Davis Cup and Fed Cup coach).
- Increase access through winter months and protection from the elements.



Karl Hale

Premier Racquet Clubs

Partnership Model:

- To ensure the facility is accessible and affordable, it is important that the Centre is built in partnership with the City of Mississauga.
- The project is a public/private endeavor with Karl Hale and the City of Mississauga - to have a facility (Mississauga Premier Racquet Club) on municipal-owned land under a long term lease arrangement with the City.



- The existing 150 outdoor public access and community courts are overcapacity and new facilities are required to fill the demand and showcase Mississauga locally, provincially, nationally and internationally.
- Interest in tennis has been increasing as a result of: 1) the pandemic, where residents are choosing to stay physically and socially active through non-contact sports; and 2) overall growth in the sport, where the success of local talent is projected to continue to grow the demand.
- On average, existing Community Tennis Clubs experienced a 68% increase in membership between 2019 and 2021, where a number indicated challenges managing capacity due to increased participation. Preliminary feedback suggested that expanded provision of courts to meet demand would be beneficial.



In 2004, Tennis Canada embarked on an ambitious new agenda to be a “leading tennis nation” in the world and believes that Mississauga requires more indoor facilities to support the growth of the sport, endorsing this partnership model.

This model supports:

- Increasing participation
- Increasing accessibility and the number of facilities
- Ensuring access remains affordable through non-profit delivery models



Tennis growth and popularity

- Roughly 6.5 million Canadians participated in the sport in 2019, with a 36% increase in frequent players between 2017 and 2019.

Lack of availability of year-round facilities

- 82% of Tennis Players say they would play more often with access to an indoor tennis facility.
- 55% say they would be very supportive of a bubbled facility in their community.

Municipalities with Covered Courts

- 31 municipalities across Ontario currently have covered courts*.
- In comparison to municipalities with 10+ covered courts, Mississauga's service level is the lowest.
- All covered courts in Mississauga are located in private and membership-based facilities, posing community access challenges.

Municipality	Number of Covered Courts*	2021 Provision Level
Toronto	137	1: 20,400
Ottawa	40	1: 25,400
Markham	25	1: 13,500
Mississauga	22	1: 32,600
Burlington	21	1: 8,900
London	15	1: 28,200
Richmond Hill	15	1: 13,500
Vaughan	14	1: 23,100
Waterloo	13	1: 9,300
Guelph	10	1: 14,400

*Including public access, community and private courts

Source: Tennis Canada's Municipal Tennis Facilities Strategy & Partnership Framework 2019, and Statistics Canada, 2021 Census of Population

Industry Background

There is momentum for Canadian tennis, which will continue to drive demand. We have international stars for the next ten years that will become household names and propel the sport:



Milos Raonic
Wimbledon Finalist
World #3 Career High
28 years old



Denis Shapovalov
Rogers Cup Semi Finalist
World #15 ATP
19 years old



Genie Bouchard
Wimbledon Finalist
World #5 Career High
24 years old



Felix Auger-Aliassime
250 Champion
World #18 ATP
18 years old



Bianca Andreescu
Grand Slam
Champion
#4 World Ranking
18 years old



Francoise Abanda
Challenger Winner
World #111 Career High
21 years old

Benefits to Community Tennis Clubs:

- Increased access and instructional opportunities
- Publically-accessible year-round play
- Opportunity for tournaments, larger tennis sporting events/championships that the clubs can partake in
- Supports the Clubs by building awareness and promoting tennis in the community



Site Location:

Churchill Meadows Sports Park has been selected as the ideal location for the following reasons:

- Growing community
- Lack of indoor tennis facilities
- Lack of pickleball facilities
- Proximity to schools and other recreational assets
- Proximity to residential area
- Accessibility to public transit
- Parking is available free of charge
- Demand for publically-accessible and covered year-round facility



Facility Operation and Programs:

Mississauga Premier Racquet Club will be operated as a year-round bubbled tennis centre, including pickleball access.

Offerings will include:

- A variety of affordable, competitive and recreational programs for all ages and abilities.
- Formats including lessons, leagues and tournaments estimated to serve approximately 800 to 1,000 users. Additionally, thousands of other participants through schools' programs, tournaments, clinics and special events.
- Combination of membership dues, user and programming fees.
- Commitment to serving the community, schools, seniors and persons with disabilities.

Examples of specific programs include:

- Junior and senior team tennis
- Provincial Programs (Under 8 through Under 14)
- Recreational grass roots programs
- Elementary school programs
- Sanctioned tournaments and organized leagues
- Pickleball leagues and tournaments



Questions?