

Life well played.



WHO WE ARE

Alvarez And Partners is lead by Ed Alvarez and Richard Nicolson.

Richard and Ed have managed, consult on and owned countless clubs in North America. Richard, Ed and their team specialize in clubs with racquet sports and fitness including private and commercial clubs and public/private partnerships. Ed and Richard have worked together and been operating clubs successfully for over 25-years and co-own Unionville Athletic Club Toronto.



ED ALVAREZ

Ed is a former squash professional with over 30 years of experience in the health club and racquet club industry. He is an expert in all aspects of club management and marketing systems. He has taken several clubs from concepts to thriving businesses.

- First franchise owner in GoodLife History
- Co-founder of 99 Sudbury Sport, Social and Fitness Club
- Co-founder of Unionville Athletic Club
- Works as a consultant on numerous health club projects



RICHARD NICOLSON

Richard is a former tennis professional with 25 years of experience in the health and racquet club industry. He is an expert in club service systems, management, and programming.

- General manager at the prestigious York Racquets Club
- The operator of three tennis clubs in Toronto, employing over 25 coaches
- 20 years of experience as a head tennis professional
- Co-owner of Unionville Athletic Club

A person wearing an orange shirt and a maroon skirt is holding a yellow pickleball in their right hand and a pickleball paddle in their left hand. The background is blurred, showing what appears to be an outdoor court setting.

ISSUES WITH HYBRID SOLUTIONS FOR PICKLEBALL

USING EXISTING TENNIS COURTS CAN WORK, BUT CAN CREATE PROBLEMS:

Using existing tennis courts are not always the best pickleball court solution:

- No backstop for errand balls
- Requires setting up nets for multiple courts or using an existing tennis net, which is not the correct height
- An inability to advance book court time is creating large groups waiting on site, which contributes to noise and frustration

NOISE

- Many existing tennis courts are not set back far enough from residential areas which result in noise complaints
- Tennis players also complain about noise if they are playing on a tennis court next to a pickleball court

CONFLICT

- Using tennis courts for pickleball has resulted in conflict between both groups in other municipalities
- Culture of tennis and pickleball very different (pickleball players gather in groups and are louder and more social)

OUR SOLUTION

Our goal is to build world-class indoor and outdoor pickleball clubs to address the current and future needs of pickleball players Including:

- Enough courts for local demand along with provincial and national competitions make Vaughan the pickleball leader in Canada
- Pickleball tournaments are seeing 1,000 to 1,500 entries, which results in a substantial opportunity for local businesses and hotels



SOCIAL SPACE

Indoor and outdoor space provide ample opportunity to mingle and enjoy the total club experience





OUR VISION FOR ACTIVE AND HEALTHY COMMUNITIES

Corte would like to work with the Parks and Recreation Department to provide a viable Pickleball solution for Vaughan. Our goal is to build world-class indoor and outdoor pickleball clubs to address the current and future needs of pickleball players Including:

Enough courts for local demand along with provincial and national competitions - make Vaughan the pickleball leader in Canada.

- A revenue model to offset operational expenses
- No-cost court time for the community
- Programs for all ages and demographics – seniors, youth and families
- Recreational and competitive leagues and ladders
- Technology-enabled court bookings
- Online court booking
- Programming that can quickly adapt to the needs of local players

Corte can operate clubs with minimal costs to the city and more effectively than historic community racquet club models. Pickleball provides better use of space while it's easier to learn and more accessible for less agile players, making it an ideal public recreation and community enrichment sport.

We are seeking our first location at an underutilized tennis facility or other suitable sites.

THANK YOU

