

## **CITY OF VAUGHAN**

### **EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 16, 2023**

Item 9, Report No. 23, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on May 16, 2023.

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#### **9. PICKLEBALL PROJECT UPDATE MAY 2023**

**The Committee of the Whole recommends:**

- 1. That the recommendations contained in the following report of the City Manager, Infrastructure Development, dated May 9, 2023, be approved; and**
- 2. That the staff presentation, and Communication C1, entitled “Pickleball Project Update”, dated May 9, 2023, be received.**

#### **Recommendations**

- 1. THAT this report be received for information.**

## Committee of the Whole (2) Report

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**DATE:** Tuesday, May 9, 2023      **WARD(S):** ALL

**TITLE:** PICKLEBALL PROJECT UPDATE MAY 2023

**FROM:**

Vince Musacchio, Deputy City Manager, Infrastructure Development  
Gus Michaels, Deputy City Manager, Community Services

**ACTION:** DECISION

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**Purpose**

To provide an update on city-wide pickleball initiatives, including discussions with the Corte Group on a potential public-private partnership, to help address the growing demand for pickleball facilities.

**Report Highlights**

- Pickleball is an emerging sport experiencing a popularity boom in Canada, particularly among older adults and seniors.
- In April 2022 the results of the Pickleball Study were presented and supported by Council to continue incorporating pickleball as shared-use with tennis and to develop new dedicated pickleball courts city-wide based on identified provision standards.
- There are currently nine (9) shared-use (pickleball and tennis) courts open to the public city-wide on a first come first served basis.
- Council has approved development of eighteen (18) additional pickleball courts, including ten (10) additional shared-use courts and (8) new dedicated pickleball courts at two locations (Carrville Community Centre and District Park and Le Parc Park).
- Staff have had several meetings with the Corte Group to review their interest and proposal to develop a dedicated pickleball hub through a public-private partnership and recommend holding off on further discussions at this time.

## **Recommendation**

1. THAT this report be received for information.

## **Background**

On April 12, 2022, staff presented the results of the Pickleball Study which included a comprehensive community engagement strategy and public survey. The Study was initiated in 2021 based on recommendations of the 2018 Active Together Master Plan which identified pickleball as an emerging sport experiencing a popularity boom in Canada, particularly among older adults and seniors. A key component of the study was to review the feasibility of using existing tennis courts through re-lining to accommodate shared-use between pickleball and tennis.

On April 26, 2022, Council approved the staff recommendations to continue to incorporate pickleball as shared-use with tennis and to develop new dedicated pickleball courts based on the city-wide provision standards.

On June 28, 2022, Council approved converting two tennis court locations to dedicated pickleball courts at Le Parc Park and development of dedicated pickleball courts at the future Carrville Community Centre, Library and District Park. Staff also provided an update on various pickleball initiatives including an update on discussions with Corte Group. Council directed staff to continue discussions with the Corte Group and report back in Q1 2023.

## **Previous Reports/Authority**

[Committee of the Whole \(2\) April 12, 2022 \(Item 5, Report No. 19\)](#)

[Committee of the Whole \(2\) June 21, 2022 \(item 29, Report No. 30\)](#)

[Committee of the Whole \(2\) September 20, 2022 \(Staff Communication 2\)](#)

## **Analysis and Options**

**There are currently nine (9) shared-use (pickleball and tennis) outdoor courts open for public use city-wide. Council has also approved development of eighteen (18) additional outdoor pickleball courts city-wide for both dedicated pickleball (8 courts) and shared-use with tennis (10 courts)**

As supported by Council through the 2023 budget process, and to help the City meet growing demand for pickleball, staff are moving forward with the development of new pickleball courts city-wide. Capital development plans are being implemented to deliver additional pickleball courts on two separate streams – adding line work at existing tennis

courts for shared-use tennis/pickleball, and through the design and construction of dedicated pickleball courts.

The following table summarizes City of Vaughan outdoor pickleball court initiatives:

| <b>Location</b>                                       | <b># of courts</b> | <b>Type</b>               | <b>Est. In-Service Date</b> | <b>Ward</b> |
|---|--------------------|---------------------------|-----------------------------|-------------|
| Maple Community District Park                         | 1                  | Outdoor shared use court  | Existing                    | 1           |
| Maxey Park  | 1                  | Outdoor shared use court  | Existing                    | 2           |
| Woodbridge Highland Park                              | 2                  | Outdoor shared use courts | Q3 2023                     | 2           |
| Giovanni Caboto Park                                  | 1                  | Outdoor shared use court  | Existing                    | 3           |
| Chatfield District Park                               | 2                  | Outdoor shared use courts | Q3 2023                     | 3           |
| Carrville Community Centre, Library and District Park | 4                  | Outdoor dedicated courts  | Q3 2024                     | 4           |
| Le Parc Park  | 4                  | Outdoor dedicated courts  | Q3 2024                     | 4           |
| North Thornhill District Park                         | 1                  | Outdoor shared use court  | Existing                    | 4           |
| North Thornhill District Park                         | 2                  | Outdoor shared use courts | Q3 2023                     | 4           |
| York Hill District Park                               | 1                  | Outdoor shared use court  | Existing                    | 5           |
| Dufferin District Park                                | 2                  | Outdoor shared use courts | Existing                    | 5           |
| Rosedale Park North                                   | 1                  | Outdoor shared use court  | Existing                    | 5           |
| Promenade Green                                       | 1                  | Outdoor shared use court  | Existing                    | 5           |
| Wade Gate Park  | 2                  | Outdoor shared use court  | Q3 2023                     | 5           |
| Glen Shields Park                                     | 2                  | Outdoor shared use courts | Q3 2023                     | 5           |
| <b>Total</b>  | <b>27</b>          |                           |                             |             |

Implementing the above locations will increase the total number of pickleball courts provided city-wide to nineteen (19) shared-use pickleball courts by end of 2023 and eight (8) dedicated pickleball courts by end of 2024, for a total of 27 outdoor pickleball courts city-wide.

**City currently offers indoor shared use pickleball courts at three (3) locations for registered and drop-in programs, increasing to four (4) with the addition the Carville location by end of 2024.**

Recreational indoor drop-in programs are a first come first serve open forum for different skill levels to practice and participate in game play, with each session running between 1.5 – 2 hours. Currently there are three community centres offering ten (10) indoor shared-use courts and an additional three (3) courts will be offered at the future Carrville Community Centre planned to be completed by the end of 2024.

| <b>Location</b>                  | <b># of courts</b> | <b>Type</b>             | <b>Est. In-Service Date</b> | <b>Ward</b> |
|----------------------------------|--------------------|-------------------------|-----------------------------|-------------|
| Al Palladini Community Centre    | 3                  | Indoor shared-use court | Existing                    | 2           |
| North Thornhill Community Centre | 3                  | Indoor shared-use court | Existing                    | 4           |
| Carrville Community Centre       | 3                  | Indoor Shared-use court | Q4 2024                     | 4           |
| Dufferin Clark Community Centre  | 4                  | Indoor shared-use court | Existing                    | 5           |
| <b>Total</b>                     | <b>13</b>          |                         |                             |             |

**Consideration of additional pickleball court locations for retrofit and new development be included in the scope of work of the Tennis and Racquet Sports Court Strategy planned by staff to be undertaken in 2023;**

Staff will be undertaking the Tennis and Racquet Sports Court Strategy in 2023. The study will include a review of current tennis court inventory and utilization, current community tennis club operations, community interest and requests, and recommend accommodations to meet current and projected need for tennis and upcoming outdoor racket sports such as pickleball. The study would make recommendations for the City to implement new standards for a variety of racquet sports provisions and opportunities for private/public partnerships, accompanied by policies and procedures. Based on this study, future pickleball court locations will be determined as well as identify opportunities to provide locations where year-round access to tennis and pickleball courts through covered locations e.g. seasonal self supported dome.

**Opportunities for residents to participate in indoor pickleball programs continues to be provided at Community Centres across the City. Seasonal evaluations of additional locations and variety in times are completed by staff to meet program demand and balance program space.**

Recreation Services currently offers a variety of Pickleball programs that Vaughan residents can register for:

**Learn to Play** programs introduce players to the game of pickleball and teaches them the basic skills on how to play the game.

**Pickleball Ladder** programs are designed so that players engage in games with others of similar skill levels. This is a more competitive option for registered programming, where the ranking on a ladder is based upon the players winning percentage (the ratio of points won to total points possible). Players move up or down the ladder based upon their winning percentage. This is a great option for those looking to play at their level (beginner, intermediate and advanced).

These programs along with the addition of the aforementioned outdoor and indoor courts help supplement the growing demand for pickleball. Attachment 2 is a handout prepared by staff and will be used to inform the public through various City channels on the above initiatives.

**Since June 2022, staff met with the Corte Group on several occasions to explore mutually beneficial opportunities, exchange information, discuss potential business plans, review current City levels of service, and potential sites**

On February 3, 2023, Corte Group provided a written proposal (Attachment 1). Staff have reviewed the proposal and requested further detail and clarification from the Corte Group on aspects of the proposal. Below is summary of the proposal and staff review:

- 1- The proposal recommends providing a complex consisting of 20 indoor courts and 20 outdoor courts with associated indoor administration facilities. The total area for such a complex is in the order of approximately 8,000 square metres (85,000 square feet) excluding parking, access roads, pathways and other ancillary facilities.
- 2- The proposal suggests considering the Carrville Community Centre, Library and District Park as a potential location, utilizing both indoor and outdoor areas of the project site. The Carrville Community Centre, Library and District Park program and land area restrictions limit the possibility of introducing a pickleball complex. With construction one third underway and a plan for completion by Q3 2024, any changes of this magnitude would significantly alter project delivery dates and budget.

- 3- The proposal requires the City to be responsible for funding, developing and securing the land, facility and infrastructure for a proposed pickleball complex. Corte Group would operate the facility at a profit with the City benefiting from a portion of operational revenues and contribution towards recouping some of the City's capital investment. The land and capital investment costs are dependent on a feasible location. A high-level order of magnitude facility cost estimate would be in the range of \$10 to \$15 million excluding land costs, price escalations, tax, operational and administrative charges.
- 4- The proposal suggests that the Corte Group will operate the facility without any additional costs to the City. The expected annual operational expenses are estimated to be in the order of \$900,000/year covered by both membership and non-dues revenue. The financials on the City's ability to recover costs over a reasonable term and type of lease arrangement are not clear at this time. The feasibility of partnering on such an initiative would require a fulsome feasibility study, market analysis and risk assessment. While the probability of the risk of no real market for such an initiative is low relative to demand from local market as indicated by anecdotal evidence to date, a formal market demand analysis is a critical first step in assessing the market dynamics likely to impact the nature, timing, and success of this partnership as well as sensitivity towards changing trends. Furthermore, the proposal is not clear on the opportunities of offering public access to the facility or offering subsidized rates to Vaughan residents and how such allocations would be costed as part of a feasible business model.
- 5- The competitive risk with either new organizations or players formulating similar initiatives, existing institutions or private actors providing a similar offering, the launch of similar projects either by new or existing establishments or organizations locally is quite high. Further analysis would be required to review demographic and lifestyle profiles of potential users, features, amenities, and qualities likely to attract potential investors and buyers, and the type and likelihood of risks that may affect the financial feasibility of a potential investment and partnership. In the absence of a full-fledged due diligence study, an investment of this order of magnitude exposes the City to high risk.

Based on the above review, staff recommend holding off any further discussions with the Corte Group at this time. Alternatively, staff will consider the merits of developing a Request for Expression of Interest (RFEOI) related to pickleball facilities through a formal procurement process based on a defined scope and associated principles of a business plan. The RFEOI would provide the City with an indication of the current market interest to explore potential opportunities and to assess risks associated with capital investment

and/or partnership opportunities that are in alignment with City priorities and funding capabilities.

### **Financial Impact**

Funding to implement the pickleball initiatives identified above have been included in approved Capital and Operating budgets utilizing a combination of Community Services DC funding for growth components and non-DC sources for park infrastructure renewal.

### **Operational Impact**

Additional operating costs or revenues are anticipated as a result of these projects. Funding for maintenance and lifecycle repair/replacement will be identified for consideration in future budgets as required based on the in-service date(s) of proposed projects.

### **Broader Regional Impacts/Considerations**

None.

### **Conclusion**

Pickleball is an emerging sport experiencing a popularity boom in Canada, particularly among older adults and seniors. The City is in the process of providing a total of 27 pickleball courts by the end of 2024. Staff also met and explored opportunities with the Corte Group to discuss their interest to develop a dedicated pickleball hub through a public-private partnership. Through the discussions and material exchanged and reviewed to date with the Corte Group, and given the order of magnitude investment required to consider this endeavour, staff recommend holding off any further discussion with the Corte Group at this time. Alternatively, staff will consider the merits in developing a Request for Expression of Interest (RFEOI) through a formal procurement process based on a defined scope and associated principles of a business plan.

**For more information**, please contact:

Jamie Bronsema, Director, Parks Infrastructure Planning & Development, ext. 8858  
Anna Dara, Director, Recreation Services, ext. 8028

### **Attachments**

1. Corte Group Proposal - Vaughan Pickleball Facility Overview February 3, 2023
2. Pickleball Communications Handout



**Prepared by**

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**Approved by**



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Infrastructure Development



Gus Michaels,  
Deputy City Manager  
Community Services

**Reviewed by**



Vince Musacchio  
on behalf of Nick Spensieri,  
City Manager



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## **Vaughan Pickleball Facility Overview**

Attention: The Mayor Of Vaughan: Steven Del Duca

Submitted by: Richard Nicolson and Ed Alvarez

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### **Introduction**

We are pleased to propose a private-public partnership for the construction of a state-of-the-art pickleball, padel and tennis facility in the City of Vaughan. With the popularity of these sports on the rise, the demand for dedicated facilities is greater than ever. Our proposed facility will feature 20 courts, catering to players of all ages and skill levels. Although the focus of this project will be on Pickleball, we believe there is an opportunity to address the unfulfilled demand for indoor tennis and the rising demand for padel in Vaughan.

Pickleball growth has been remarkable in Canada and North America with 8% of Canadian households reporting at least one family member playing the sport. As well, there has been a 26% increase in participation with players aged 18 to 34. There are now a reported 36 million people playing pickleball in the US. Both Pickleball and padel are considered to be the fastest growing leisure sports in history.

This facility will not only benefit the local community by providing a recreational space to play and enjoy pickleball, tennis and padel, but it will also have a positive impact on the city's economy by attracting tourists and visitors. The facility will be a unique addition to the city's recreational offerings, promoting a healthy and active lifestyle for all. With an aging population, indoor pickleball is a positive addition for this segment of the community.

We propose that the facility be constructed through a private-public partnership, with the City of Vaughan providing land and infrastructure and the operational management being handled by our team. This partnership will ensure that the facility is built to the highest standards and is well-maintained for years to come.

We believe that this proposed facility will be a valuable asset to the City of Vaughan and will greatly benefit the community. We look forward to discussing this proposal further and providing more detailed information. Thank you for your consideration.

## **1.0 About Us**

Corte Holdings Inc: Richard Nicolson/Ed Alvarez

Ed Alvarez and Richard Nicolson have over 50+ years of combined experience in the industry, including working on municipal private/public partnerships, commercial start-ups and private clubs. Both began their careers as racquet teaching professionals and have since gained experience in every aspect of club management and ownership. They have also consulted on multiple third party projects and have strong relationships within the industry. They have a track record of successfully solving issues related to project development and ongoing operations, and are knowledgeable in best practices for sales and marketing in the commercial club sector. Selected contracts, consulting experience and projects include:

### **York Racquets Club**

2008 – current

Rebuilt private club, which was suffering from operational losses in excess of \$250,000.

- Brought membership to capacity within three years
- Within 4 years a wait list was established
- Within 5 years an additional membership category was introduced to allow another 30 members into the club with restricted usage
- Within 5 years our capital reserve fund was built up to over a million dollars
- Oversaw ongoing renovations were executed in all areas of the club
- Moved club to a net positive operating position year-over-year

### **Rosedale Tennis Club**

2002- current

- Grew annual membership revenue by 400% revenue
- Grew Program revenue by 250%
- Currently have a 250-member waitlist
- Partnered with Rosedale and Mooredale community to execute numerous program and charitable initiatives
- Largest host site for OTA sanctioned Junior and Senior events

### **Markham Tennis Club**

2017-current

- Grew membership by 300%
- Grew Program revenue by 500%
- 2022 wait list established

## Unionville Athletic Club

2015 to present

Took over Club Markham and increased its membership base from 1000 members to 1500.

- Rebranded club to Unionville Athletic Club
- Redeveloped all marketing strategies
- Managed renovation of club

## 99 Sudbury Sport, Social and Fitness Club

2000 to 2002

Consulted on high-concept fitness club in Toronto featured in Toronto Life Magazine

- Developed brand strategy and concept
- Managed set up of club including all operational systems
- Worked with sub tenants including indoor golf provider, restaurant and spa

## GoodLife McCaul

1995-2000

- First franchise owner within GoodLife
- Managed operating systems set forth by GoodLife Canada
- Gained extensive knowledge of the commercial gym business

## 2.0 Proposed Location

We have discussed the Carville Community Centre at 655 Thomas Cook Ave. This location meets the space requirements and also set back from residential regarding noise issues associated with pickleball.



### **3.0 Summary of Business Plan**

#### **i) Overview**

The objective of this project is to meet the increasing demand for dedicated indoor pickleball and padel courts, as well as indoor tennis in Vaughan. Our market research indicates a high demand for all three sports in Vaughan and the GTA. As the first of its kind in the region, this project offers a unique opportunity to provide these sports with little competition.

This demand will continue to grow. As well, avid players require indoor courts, proper court surfaces and the ability to advance book playing times.

#### **ii) Competition And Market Analysis**

Racquet sports are seeing a resurgence in popularity. There are substantial barriers to entry due to the lack of available courts in Vaughan and the GTA.

##### **Pickleball**

There are no commercial pickleball clubs in Vaughan or the GTA. Some hybrid courts are available. These courts do not allow for advance booking, are generally waitlisted and offer hybrid flooring and a subpar court using a gym space. Hybrid tennis courts pose two problems: Existing tennis courts often do not have enough setbacks from residential homes and the noise from Pickleball is intolerable for residents.

Tennis players are not welcoming to Pickleball players resulting in conflict.

These issues have resulted in Pickleball court lines being removed in many municipalities.

##### **Padel**

There are no padel courts in Ontario. There is enormous demand for the sport. The padel courts will likely be sold out within a short period after the pre-sale due to this demand.

##### **Tennis**

The demand for indoor tennis in the GTA continues to rise. Tennis in Canada is experiencing a significant upswing. There are a limited number of indoor tennis courts in Vaughan.

Available indoor courts:

Veneto Tennis Club

Tennis By Dennis

#### **iii) Vision For The Space (CHANGE)**

Our vision is to create a vibrant and inclusive community hub in Vaughan, where pickleball, padel and tennis enthusiasts of all ages and skill levels can come together to play, socialize, and

stay active. Our state-of-the-art facility will feature indoor and outdoor courts, a shaded court-side patio, and a cafe, as well as fitness areas and versatile spaces that can be used for events. We believe in the power of pickleball to bring people together and we are committed to providing a welcoming and accessible environment for all. We also attend to make the facility affordable and offer geared-to-income memberships along with programs for disadvantaged youth and seniors.

**Programming:**

Weekly in-house league for all racquet sports

A busy and high-energy night with competitive play and socializing between all the sports.

**Weekday Morning Racquet Coffee and Racquet Social**

A drop-in casual social aimed at retirees and anyone with a flexible schedule.

**Junior Racquet Clinics**

Available after school and on weekends

Kids will learn the basics of all racquet sports and be able to move to more advanced training in specific sports.

**Saturday Night Date Night**

Kids programming allows parents to play and enjoy dinner at a local restaurant.

**Group Clinics**

Clinics for all levels of play including the signature Racquet 101 Quick Start clinics for beginners.

**Private Lessons**

Private lessons will be available for keen players including hitting lessons for players simply wanting match play without instruction.

**Partner Finder Concierge**

Using technology players will be matched with playing groups to help integrate them into the club.

**Major Championships**

The club will bid for all city, provincial and national championships.

**Friday Night Round Robin and Open House**

This is a fun drop-in night, which allows members to bring a guest. This social night also acts as a membership recruitment tool. Friends can get a feel for the club culture and sports, which will encourage them to join.

### **In-house Tournaments including The Club Championships.**

The club will host a variety of member tournaments including the annual Club Championships. Champions will be featured on the champions wall.

### **Multi-sport Championship**

The club will also host an annual tournament to determine the best overall racquet player in the club.

### **iv) Financial**

Our financial projections for the proposed pickleball, tennis and padel facility have been carefully analyzed and calculated to provide a comprehensive overview of the expected net operating revenue. The projections take into account various membership levels, as well as all relevant expenses, with the exception of occupancy costs, which will be further discussed. Our goal is to provide transparency and assurance that this facility will be financially sustainable in the long-term.

### **Non-dues Revenue**

Along with membership fees, we will also maximize the following non-dues revenue streams:

- Food and beverage
- Retail pro shop
- Provincial Junior and Senior sanctioned tournaments
- Dynamic quick start to racquets programs
- Progressive tennis programming
- Private lessons
- Group clinics
- League fees
- In-house tournaments
- Corporate rentals
- Event rentals (regional and national championships)

### **v) Sales And Marketing Summary**

The project will begin with an aggressive pre-sale campaign, anchored by a coming soon website with a paywall for early registration. The site will feature club renderings and offerings to entice founding members.

Outreach will include:

- A social media campaign directing people to the pre-sale website with an exclusive offer
- Paid online advertising
- SEO setup and management
- **Offer to our current Corte padel and pickleball email list collected during our ongoing soft pre-sale**
- Press releases and media outreach
- Direct Mailers to households within 5km of the site

- Open house nights with exhibitions and celebrity guests
- Engagement of municipal government
- Outreach to various community Pickleball groups
- Corporate outreach to local business regarding corporate membership packages

#### **4.0 Project Rollout**

##### Phase 1

- Finalize name, logo and brand direction
- Set up banking, billing and member management software
- Register company, HST and business number
- Set up website with paywall
- Set up social media accounts and online advertising
- Agree on final layout and design
- Set up several pickleball courts with pre-sale office onsite
- Order padel courts and gym equipment

*Aggressive Pre-sale begins. Ongoing until grand opening*

##### Phase 2

- Begin construction, and clean up of space
- Order furniture
- Begin providing weekly sales reports for stakeholders
- Monitor advertising and marketing
- Send out press releases to local media
- Formal announcement to all community pickleball groups

##### Phase 3

- Interview and hire key staff
- Prepare for soft launch
- Complete fit and finishing for space (internal signage)
- Finalize all operating manuals, procedures and systems
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#### **5.0 Proposed Operating Hours and Staffing**

Hours:

7am to 11pm daily

Staffing:

Operations manager, service staff (check-in/F and B), F and B, cleaner(s)

Floor staff will be increased or decreased based on demand during slow and busy periods



## **6.0 Next Steps**

We propose to collaborate with the City of Vaughan on a project that will bring significant benefits to the community. The project aims to address the growing demand for racquet sports by constructing a state-of-the-art facility for pickleball, padel, and tennis. We believe that a private/public partnership is the most effective way to move forward with this project, and we would like to schedule a meeting to discuss the details of such a partnership. Together, we can create a facility that will serve the community for years to come.

## **7.0 Financial**

Corte will complete this project in partnership with The City Of Vaughan, and thereafter operate it without any additional costs to the city. The expected annual operational expenses, detailed below, will be covered by both membership and non-dues revenue.

| <b>Expenses</b>                                   |                      |
|---|----------------------|
| Utilities   | \$ 110,000.00        |
| Floor Staff (Maintenance, Front desk)             | \$ 240,000.00        |
| Operations Manager                                | \$ 120,000.00        |
| Racquet Pro Base                                  | \$ 60,000.00         |
| IT, Phone, Cable, Web                             | \$ 8,000.00          |
| Advertising                                       | \$ 20,000.00         |
| Supplies  | \$ 36,000.00         |
| Cost of non-dues Cafe (70%)                       | \$ 4,200.00          |
| Cost of non-dues pro-shop (70%)                   | \$ 7,000.00          |
| Cost of non-dues lessons, clinics (50%)           | \$ 125,000.00        |
| Bank fees   | \$ 48,000.00         |
| Repairs   | \$ 40,000.00         |
| Insurance   | \$ 20,000.00         |
| Professional fees, legal, bookkeeping, accounting | \$ 60,000.00         |
| <b>Total expenses</b>                             | <b>\$ 898,200.00</b> |

## **8.0 Next Steps**

We propose to collaborate with the City of Vaughan on a project that will bring significant benefits to the community. The project aims to address the growing demand for racquet sports by constructing a state-of-the-art facility for pickleball, padel, and tennis. We believe that a private/public partnership is the most effective way to move forward with this project, and we would like to schedule a meeting to discuss the details of such a partnership. Together, we can create a facility that will serve the community for years to come.

### **Contact:**

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# Pickleball Courts

## IN THE CITY OF VAUGHAN

Pickleball has experienced a huge surge of popularity in the last few years, particularly in North America. The sport can be played as doubles or singles and is enjoyed by all ages and skill levels. The City is striving to meet community demand for pickleball courts. Based on a study completed in 2022, the City is providing outdoor pickleball courts by adding line work at existing tennis courts for shared-use tennis/pickleball, and through the design and construction of dedicated pickleball courts.

There are currently **9 shared-use (pickleball and tennis)** outdoor courts that are open to the public on a first come first serve basis. Vaughan Council has also approved development of **10 additional shared-use** courts and **8 new dedicated courts** for installation in 2023 and 2024 for a total of **27 pickleball courts city-wide**.

The City will also be conducting a Tennis and Racquet Sports Strategy to further evaluate the feasibility of retrofitting some existing tennis courts to meet the future needs for tennis and upcoming outdoor racquet sports such as pickleball.

Read the 2022 report at [vaughan.ca/pickleball](http://vaughan.ca/pickleball)

The following chart summarizes City of Vaughan outdoor pickleball court initiatives:

| Ward | Location   | # of courts | Type                         | In-Service Date |
|------|--|-------------|------------------------------|-----------------|
| 1    | <b>Maple Community District Park</b><br>101 McNaughton Rd.                           | 1           | Shared-use tennis/pickleball | Existing        |
| 2    | <b>Maxey Park</b><br>199 Willis Rd.  | 1           | Shared-use tennis/pickleball | Existing        |
| 2    | <b>Woodbridge Highland Park</b><br>51 Thompson Creek Blvd.                           | 2           | Shared-use tennis/pickleball | Q3 2023         |
| 3    | <b>Chatfield District Park</b><br>100 Lawford Rd.                                    | 2           | Shared-use tennis/pickleball | Q3 2023         |
| 3    | <b>Giovanni Caboto Park</b><br>75 Matthew Dr.  | 1           | Shared-use tennis/pickleball | Existing        |
| 4    | <b>Carrville Community Centre, Library and District Park</b><br>655 Thomas Cook Ave. | 4           | Dedicated pickleball         | Q3 2024         |
| 4    | <b>LeParc Park</b><br>172 Connie Crescent  | 4           | Dedicated pickleball         | Q3 2024         |
| 4    | <b>North Thornhill District Park</b><br>300 Pleasant Ridge Ave.                      | 1           | Shared-use tennis/pickleball | Existing        |
| 4    | <b>North Thornhill District Park</b><br>300 Pleasant Ridge Ave.                      | 2           | Shared-use tennis/pickleball | Q3 2023         |
| 5    | <b>Dufferin District Park</b><br>1441 Clark Ave. W.                                  | 2           | Shared-use tennis/pickleball | Existing        |
| 5    | <b>Glen Shields Park</b><br>140 Glen Shields Ave.                                    | 2           | Shared-use tennis/pickleball | Q3 2023         |
| 5    | <b>Promenade Green Park</b><br>25 Carl Tennan St.                                    | 1           | Shared-use tennis/pickleball | Existing        |
| 5    | <b>Rosedale Park North</b><br>350 Atkinson Ave.                                      | 1           | Shared-use tennis/pickleball | Existing        |
| 5    | <b>Wade Gate Park</b><br>151 Wade Gate   | 2           | Shared-use tennis/pickleball | Q3 2023         |
| 5    | <b>York Hill District Park</b><br>330 York Hill Blvd.                                | 1           | Shared-use tennis/pickleball | Existing        |

# Indoor Pickleball

## AT VAUGHAN COMMUNITY CENTRES

### REGISTERED INDOOR PICKLEBALL PROGRAMS

Registered 'Learn to Play Pickleball' and 'Pickleball Ladder' programs are available on a seasonal basis. For the latest programming and registration information, visit [vaughan.ca/recreation](http://vaughan.ca/recreation).

**Learn to Play** programs introduce players to the game of pickleball and teaches them the basic skills on how to play the game.

**Pickleball Ladder** programs are designed so that players engage in games with others of similar skill levels. This is a more competitive option for registered programming, where the ranking on a ladder is based upon the players winning percentage (the ratio of points won to total points possible). Players move up or down the ladder based upon their winning percentage. This is a great option for those looking to play at their level (beginner, intermediate and advanced).

### RECREATIONAL DROP-IN INDOOR PICKLEBALL PROGRAMS

Recreational drop-in programs are a first come first serve open forum for different skill levels to practice and participate in game play.

**Locations:** Currently there are three community centres offering drop-in pickleball programming, with each session running anywhere between 1.5 - 2 hours:

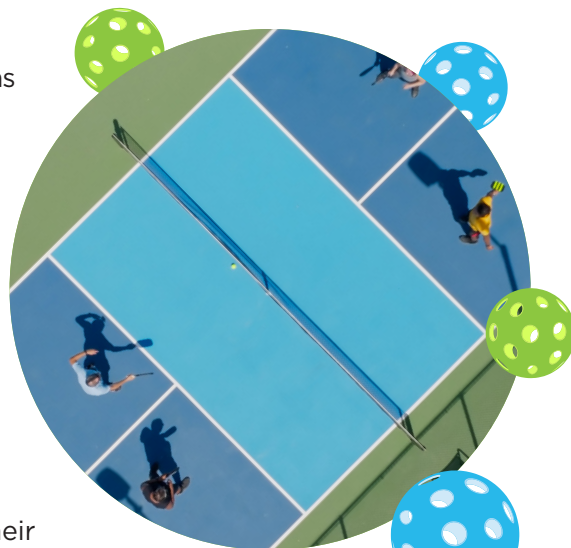
1. North Thornhill Community Centre (3 courts)
2. Dufferin Clark Community Centre (4 courts)
3. Al Palladini Community Centre (3 courts)

For the latest drop-in pickleball program information, visit [vaughan.ca/recreation](http://vaughan.ca/recreation)

Where space allows, the City consistently looks at expanding in demand programs. With the reopening of Garnet A. Williams Community Centre, additional pickleball play time will be programmed. It is important that there is a balance in services provided to all community members with varying interests at each centre. Factors that are also considered when creating program drop-in schedules include: available gym space, permits, and any long-standing shared-use agreements.

### PICKLEBALL EQUIPMENT STANDARDS

The City is currently using the official pickleball rule book (Canadian version & American version).



Communication: C1  
Committee of the Whole (2)  
May 9, 2023  
Item #9

# Pickleball Project Update

Committee of the Whole (2)  
May 9, 2023

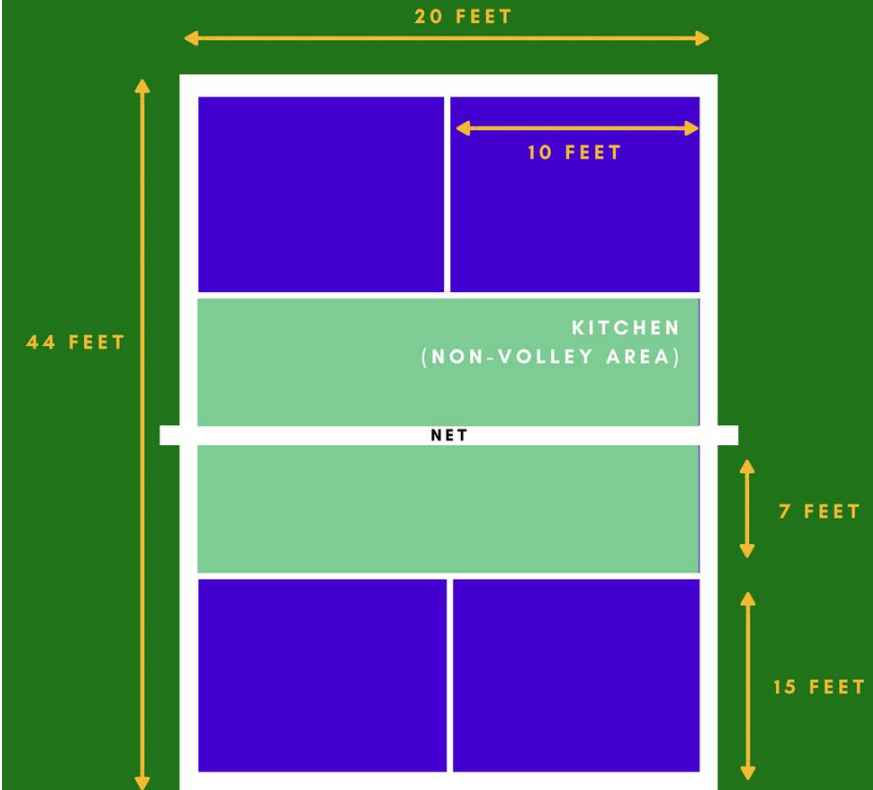
VAUGHAN CITY HALL

# What is Pickleball?

- Pickleball is an **emerging sport** experiencing a popularity boom in Canada, particularly among older adults and seniors.
- Paddleball sport combining elements of tennis, badminton, and ping-pong.
- It is played with a **paddle and a wiffleball** (a plastic ball with holes) on a badminton-sized court approx. 20 feet by 44 feet (6m x 13m) with a slightly modified tennis net (approximately 50 mm lower in height).
- The sport can be played as **doubles or singles** and can be enjoyed by **all ages and skill levels**.
- The sport has aspects of a **social sport** where several players congregate to participate in rotational play.



## PICKLEBALL COURT MEASUREMENTS (OFFICIAL RULES)



NET AT SIDELINE  
36 INCHES HIGH

NET AT CENTER  
34 INCHES HIGH

# 2018 ATMP Recommendation

The 2018 Active Together Master Plan (ATMP) sets out a ***vision for a healthier and more mobile community***. The vision, goals and objectives of the Pickleball Study reflects the following recommendation set out in the ATMP:

*38. Undertake a pilot project to evaluate the feasibility of re-purposing existing tennis courts (re-lining) to share use between tennis and pickleball.*



# 2021 Pickleball Study

## Study Overview

The inhouse Study identifies ***suitable locations*** within municipal parks with existing tennis courts for pickleball lining, as well as establish a new ***level of service*** for outdoor facilities. The scope of the Study included the following:

1. Measures ***interest and demand*** of existing user(s)/groups;
2. Identifies ***suitable locations*** that can be line painted with pickleball courts;
3. Establishes ***facility standards*** and specifications; and
4. Identifies a ***new service level provision*** for pickleball courts

## Key results of Pilot project

1. A ***pilot project*** was implemented for the 2021 playing season at these locations with positive feedback received overall
2. Initial roll out of ***seven (7) courts*** in six (6) parks across the City to make them compatible for pickleball play for shared-use.
3. The provision of pickleball facilities may be continued to be addressed through ***refurbishment and lining projects*** on existing courts.
4. Additional pickleball courts can continue to be provided on a ***case-by-case basis*** through the lining of existing tennis courts.
5. Move forward with identifying sites for ***dedicated pickleball courts***.



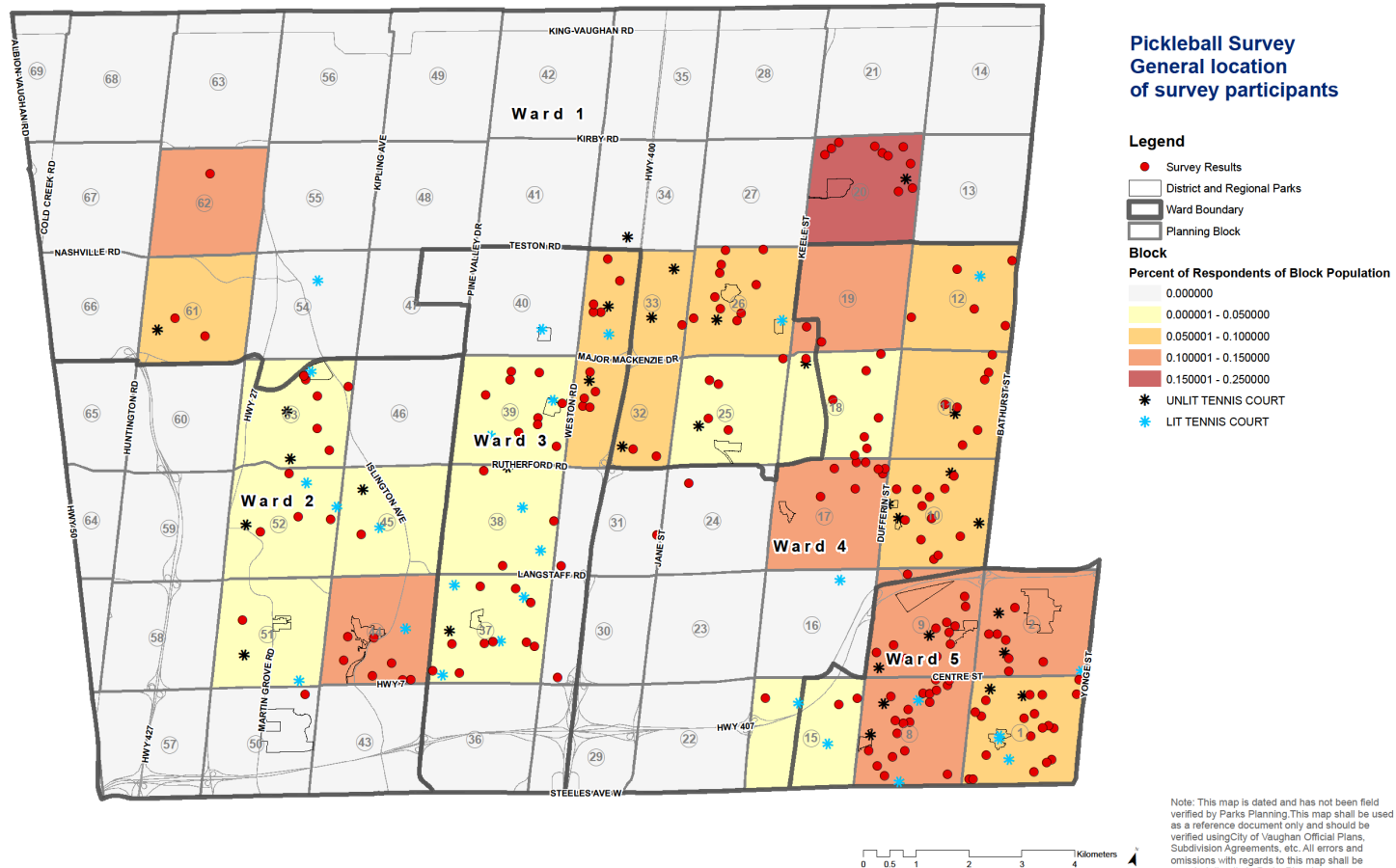
# 2021 Pickleball Study

## Survey Key Findings

- Survey undertaken February to March 2021
- **305 Respondents**, **60%** play once or more per week, **80%** are not part of a club, and **60%** indicated an interest to be part of a Vaughan League.
- **Casual play** is preferred followed by “city run drop in” program.
- **76%** supported sharing pickleball with tennis courts.
- Currently an equal mix of indoor and outdoor play is practiced. However **30%** of respondents indicate a preference to play outdoors.
- **70%** prefer to play at a facility that has nets as opposed to option of bringing their own portable net.

# 2021 Pickleball Study

## Survey Respondents Heat Map



Note: This map is dated and has not been field verified by Parks Planning. This map shall be used as a reference document only and should be verified using City of Vaughan Official Plans, Subdivision Agreements, etc. All errors and omissions with regards to this map shall be reported directly to Parks Planning.

Date: 4/14/2021

# 2021 Pickleball Study

## Site Selection Criteria

Building upon the findings of the Pickleball Study survey, background research on pickleball, and information collected through consultation with user groups, staff considered the following **site selection criteria** to identify ***potential locations*** for an initial roll out:

### User Base

- i. Service area population
- ii. Local interest
- iii. Permitting restrictions

### Existing Tennis Court Conditions

- i. Number of tennis courts
- ii. Surfacing material
- iii. Surfacing condition
- iv. Court wind exposure

### Amenities

- i. Court lighting
- ii. Access to parking
- iii. Access to washrooms

### Nuisance

- i. Potential nuisance due to game play noise

# Outdoor Pickleball

**In 2022 a total of 9 outdoor shared-use courts were installed at 8 park locations city-wide**

1. Maple Community District Park (Ward 1)
2. Maxey Park (Ward 2)
3. Giovanni Caboto Park (Ward 3)
4. North Thornhill District Park (1 court) Ward 4
5. Dufferin District Park (Ward 5) \*2 courts
6. Promenade Green Park (Ward 5)
7. Rosedale Park North (Ward 5)
8. York Hill District Park (Ward 5)



# Indoor Pickleball Opportunities

**Recreational drop-in pickleball programs** are a first come first serve open forum for different skill levels to practice and participate in recreational game play, with each session running between 1.5 – 2 hours.

Currently, there are three community centres offering drop-in pickleball programming:

- 1. Al Palladini Community Centre**
- 2. North Thornhill Community Centre**
- 3. Dufferin Clark Community Centre**

The newly renovated Garnet A. Williams Community Centre will add to the list when it reopens this summer.

**Registered pickleball programs** are available at community centres across the City on a seasonal basis and include:

- 1. Learn to Play Pickleball:** An introductory program to pickleball. Through friendly gameplay as either singles or doubles, learn basic pickleball shots, court awareness and scoring.
- 2. Pickleball Ladder:** A competition where players can work your way up the rankings by winning matches against other pickleball ladder players with similar skill levels.

# 2023-2024 Pickleball Initiatives

**City of Vaughan is expanding outdoor pickleball courts and indoor programming city-wide to help meet growing demand**

- Installation of **10 additional outdoor pickleball courts** for shared-use with tennis by Q3 2023
- Construction of **8 outdoor dedicated pickleball courts** at 2 locations (Carrville Community Centre, Le Parc Park) by Q3 2024
- **Increasing indoor pickleball court offerings** to 4 locations with the addition of Carrville Community Centre

# 27

**Outdoor courts by 2024  
(8 dedicated + 19 shared-use)**

# 13

**Indoor courts for drop-in programming by 2024**

# Next Steps

## Pickleball communication and PSA to be released on May 10

Provides information on existing facilities, indoor programs and future plans

## Request for Expression of Interest

The City has received inquiries from external parties interested in developing a pickleball hub and service the community. Staff will consider developing a Request for Expression of Interest (RFEOI) process to formally receive interests and report back to Council.

## Tennis and Racquet Sports Study to be launched Q3 2023

Study will review and evaluate existing assets and opportunities for program/facility improvements or expansion

## Pickleball Courts IN THE CITY OF VAUGHAN



Pickleball has experienced a huge surge of popularity in the last few years, particularly in North America. The sport can be played as doubles or singles and is enjoyed by all ages and skill levels. The City is striving to meet community demand for pickleball courts. Based on a study completed in 2022, the City is providing outdoor pickleball courts by adding line work at existing tennis courts for shared-use tennis/pickleball, and through the design and construction of dedicated pickleball courts.

There are currently **9 shared-use (pickleball and tennis)** outdoor courts that are open to the public on a first come first serve basis. Vaughan Council has also approved development of **10 additional shared-use** courts and **8 new dedicated courts** for installation in 2023 and 2024 for a total of **27 pickleball courts city-wide**.

The City will also be conducting a Tennis and Racquet Sports Strategy to further evaluate the feasibility of retrofitting some existing tennis courts to meet the future needs for tennis and upcoming outdoor racquet sports such as pickleball.

Read the 2022 report at [vaughan.ca/pickleball](http://vaughan.ca/pickleball)

The following chart summarizes City of Vaughan outdoor pickleball court initiatives:

| Ward | Location   | # of courts | Type                         | In-Service Date |
|------|--|-------------|------------------------------|-----------------|
| 1    | <b>Maple Community District Park</b><br>101 McNaughton Rd.                           | 1           | Shared-use tennis/pickleball | Existing        |
| 2    | <b>Maxey Park</b><br>199 Willis Rd.  | 1           | Shared-use tennis/pickleball | Existing        |
| 2    | <b>Woodbridge Highland Park</b><br>51 Thompson Creek Blvd.                           | 2           | Shared-use tennis/pickleball | Q3 2023         |
| 3    | <b>Chatfield District Park</b><br>100 Lawford Rd.                                    | 2           | Shared-use tennis/pickleball | Q3 2023         |
| 3    | <b>Giovanni Caboto Park</b><br>75 Matthew Dr.  | 1           | Shared-use tennis/pickleball | Existing        |
| 4    | <b>Carrville Community Centre, Library and District Park</b><br>655 Thomas Cook Ave. | 4           | Dedicated pickleball         | Q3 2024         |
| 4    | <b>LeParc Park</b><br>172 Connie Crescent  | 4           | Dedicated pickleball         | Q3 2024         |
| 4    | <b>North Thornhill District Park</b><br>300 Pleasant Ridge Ave.                      | 1           | Shared-use tennis/pickleball | Existing        |
| 4    | <b>North Thornhill District Park</b><br>300 Pleasant Ridge Ave.                      | 2           | Shared-use tennis/pickleball | Q3 2023         |
| 5    | <b>Dufferin District Park</b><br>1441 Clark Ave. W.                                  | 2           | Shared-use tennis/pickleball | Existing        |
| 5    | <b>Glen Shields Park</b><br>140 Glen Shields Ave.                                    | 2           | Shared-use tennis/pickleball | Q3 2023         |
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[vaughan.ca/pickleball](http://vaughan.ca/pickleball)





# Questions & Discussion

VAUGHAN CITY HALL