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# **Richmond Hill Pickleball - Introduction**

Pickleball is a sport that has little to no barriers to entry for participants of any age! For many reasons, Pickleball is the fastest-growing sport in North America. It can be played by just about anyone, and does not discriminate based on age, gender, or athletic ability. And, unlike many sports in which cost is a barrier to entry, the cost to play pickleball is minimal. The learning curve is quick, and it has significant appeal to the active aging demographic. These are all driving forces that have fed its popularity and growth.

Pickleball Canada hired a well-respected national research company that surveyed 2,001 Canadian households in January 2022. They found that 8% of households report that at least one member plays pickleball once per month. Our extrapolation of the data indicates that there are now 1 million individual Canadians playing pickleball at least once per month, with 45% playing 4 or more times per month. From the data collected in a similar survey, conducted in January 2020, we estimated there were 350,000 pickleball players in Canada. The 2022 survey indicates a near tripling of the number of pickleball players in Canada in two years. This analysis is supported by anecdotal reports of demands for more facilities, instruction, organized play and competition all across Canada, particularly here in Richmond Hill.

The sport continues to be very popular with older, retired adults, who typically participate during weekdays. And its interest to older adults is of particular importance, as it addresses a number of social and health issues. All levels of government in Ontario, regardless of the party in power, strive to improve Ontarian's health and wellness by promoting healthy and active communities. They focus on improving the health of all people, regardless of social, economic, environmental conditions, and where they live. With the rising costs of healthcare due to the health needs of the aging population and the burden of the COVID-19 pandemic, disease prevention strategies are receiving more attention. Ben Franklin famously said, "an ounce of prevention is worth a pound of cure". Prevention approaches, such as exercising, aim to avoid or minimize the progress or impact of diseases.

Embracing and promoting pickleball is a great way to achieve this goal.

According to the Public Health Ontario, "physical activity plays an important role in the overall fitness and health of people of all ages. It helps to promote healthy growth and development, and prevent chronic diseases like obesity, cancer, diabetes, cardiovascular disease and more". As such, promoting physical activity, and minimizing environmental and social factors, such as lack of facilities or costs and creating active and healthy neighbourhoods should be a top priority for the City of Richmond Hill. The

health benefits of physical activity and social interaction are easily achieved through participation in pickleball.

In addition, Pickleball is attracting younger, working adults in municipalities where facilities are available during evenings and weekends. The data indicates that the fastest growth is in the 18 – 34 age group, with a 26% increase over the 2020 level. This age group also reports a very high frequency of play, with 13% playing 15 or more times/month! The main reason respondents said they play pickleball varies by age grouping, however, across all ages, 62% report "Fun" as being their primary reason; with Boomers pushing that up to 89%! The next highest overall response was 38% of individuals who indicated that they play for the Social Aspect. A high percentage (66%) of Boomers also report playing for the Health and Fitness benefits.

The gender split is slightly higher for females, except for the 55+ age group, where the number of males participating exceeds the number of females.

Traditional sports are generally played in the evenings and on weekends. Multi-court pickleball facilities are busy at night, on weekends and on weekdays from 7:00 AM to 11 PM, seven days a week. Pickleball is not a fad, it has been growing leaps and bounds in the USA for the past 20+ years, and it is just beginning to take off across Canada - See Appendix A.

Richmond Hill has a unique opportunity to be at the forefront of this tremendous growth curve, taking advantage of its location within York Region and its proximity to the GTA. **With over 3,000 residents already in the city of Richmond Hills pickleball database, and based on the experience of other municipalities, the city will quickly outgrow an 8-10 court facility, necessitating the need to add more courts within months, not years as was the case in Hamilton, Barrie, and Sarnia, Ontario.** (See page 17, provisioning rates). The reality has been that municipalities have underestimated the demand that follows when new courts are built. Richmond Hill currently has 81 dedicated tennis courts which represents a provisioning rate based on a population of 210,000 of 1 court for 2592 residents. Municipalities across Ontario and Canada are now setting provisioning rates for pickleball higher than tennis. Richmond Hill requires and could easily support a large dedicated indoor/outdoor pickleball facility today, based on the demand for existing facilities and the significant growth of the Richmond Hill pickleball network, which has grown from zero in May 2021, to 390 today.

A world-class, well situated multi-court facility that can be used year-round will become a destination facility, and it will draw participants from all over York Region and the GTA. With preferential pricing for residents and tiered pricing for non-residents, the cost of the facility could be recouped quickly. The Richmond Hill Pickleball Network has received emails from individuals who are visiting for leisure and business asking where they can play pickleball. This is not a fad! This is one of the best investment opportunities in sports that we have ever encountered, and we are at the early stages of this tremendous growth curve. Given Richmond Hill's location, a world-class pickleball facility could play host to local, provincial and national tournaments which would attract players from all over North America. There is an opportunity for Richmond Hill to not only meet the needs of the growing pickleball community, but a real opportunity to bring the community together in one location while becoming the preferred destination for the fastest growing sport in North America.

# "If you build it, they will come"

# **Pickleball Changing Lives**

To showcase the power of Pickleball in changing people's lives, we asked the members of the Richmond Hill Pickleball Network (380 and growing) to share their pickleball stories. We developed and sent a survey to the members on March 29th. We asked how pickleball affected their lives. 97 responses were collected within three days; that is a 26% response rate (a typical survey response rate is between 5% to 30%). And to reach that level of response within three days strongly indicates a very passionate and devoted constituency! We used the Google Forms platform to host the survey. Respondents had the option of sharing their names.

Roughly half of the respondents were female (Chart 1). Approximately 63% of the respondents were 55 years and older (Chart 2) and the majority of them (Chart 3) played pickleball for less than three years (50% played Pickleball for less than one year).



#### 1. What is your gender?

#### 2. What is your age?

#### 97 responses



3. How long have you been playing Pickleball?

#### Сору

#### 97 responses



Less than 6 months
At least 6 months but less than 1 year
At least 1 year but less than 3 years
At least 3 years but less than 5 years
5 years or more

# Testimonials

We asked respondents to share the impact pickleball has had on their lives and have highlighted a few below.

In general, respondents found the game to be fun, for all ages while senior-friendly, easy to learn, addictive, and affordable:

"Pickleball is an easy pick-up and fun sport that is suitable for everyone , no matter if you had experience on Tennis, table tennis or badminton". Amy

"Playing pickleball has become a thing in my life.....Now I feel I too have a sport for myself which I enjoy tremendously." Xiaoying

"I retired last year and was looking for activities to replace work. Pickleball is perfect - this easy-to-learn sport provides everyone with exercise, competition, fun and social contact all in one. I have found something that I hope to continue to do for years." Dennis

"I have never played a sport that is so easy to learn and play consistently with all kinds of people". Steve

*"I have been involved with running, basketball, tennis, biking, competitive volleyball. I have found no other sport than pickleball for well rounded exercise for people of all ages and skill levels". Robert Priess* 

"It's easy to learn to play and follow the rules; less assertive than tennis and cheaper". Helen

"Pickleball can be played by older people. Many of the racket sports cannot be played by players beyond a certain age; some are too rigorous, while others might be too quick to enjoy them. Pickleball is one of the rare sports which can be played by people of all ages". Ron

Pickleball was perceived to improve players' physical health, mental health, and social life. As Allison Mione, one of the respondents, wonderfully describes it:

*"Love it, love it, love it. The friendly competition gets my adrenaline going, the physical activity keeps me in shape, and being around positive and like minded people keeps me in good spirits."* 

Or as another respondent puts it:

"Mens sana in corpore sano"...translation: A sound mind in a sound body

Respondents described how playing pickleball improved their physical health, for example, by helping them become and stay active and lose weight. Older adults, seniors, and those with previous sport injuries found the game to be a low impact sport and as such a great alternative to other racquet sports.

*"I was introduced to the sport by friends 4 years ago. I was 80 pounds heavier and in poor shape. I now play 3 to 5 times a week". Steve* 

*"I had never played any sports before Pickleball and was living a sedentary lifestyle. Pickleball changed my life style". Sara* 

"I quit playing tennis eight years ago because my aging knees were too sore...After several years of being inactive I started playing PB indoors in the fall of 2019 and absolutely fell in love with the game...I managed to lose 50 lbs and lowered my blood pressure to a healthy range. I had a full physical this week and my doctor was astounded by my weight loss and improved fitness". A Richmond Hill Resident

*"I play pickleball 1, 2 or 3 times a week. I am 64 years old and I am not on any pills nor have I had to visit a walk-in or hospital during the six years I have played pickleball". Cindy* 

"Better than tennis and squash at my age, easier on all joints but still a racquet sport". Nabil tadros

"Since retirement, I was looking for a physical outlet, other than just walking, to allow me to work on my fitness...It provides activity without too much stress on knees". Bob Orr

"I used to be an avid squash player, but it became too hard on my body. Pickleball has given me back the fun of competition without continually getting me injured". Gillian

"Changed my health e.g. sugar level from 6.9 to 6.4. Doctor suggested taking medicine, I refused. Weight reduced 14 lbs" Jocelyn

"the beneficial aerobic exercise I get while also improving my balance, coordination and agility which is important as I grow to an older age". Catherine

"I have quit smoking after smoking for over 25 years because of pb". Nara Oeur

"Playing pickleball almost everyday as an active senior has improved my fitness and health immensely, as well as my balance, stamina, and eye/hand coordination.... My knees feel so much better without an extra 20 lbs to carry". A Richmond Hill Resident

"Doubles play on those small pickleball courts also reduces stress on the knee and that makes it an all-age sport". Ron

"I used to play a lot of tennis but as I have gotten older and slower, physically that is, I am not able to move around on the court at the same intensity I once did. Since pickleball moves at a slower pace than tennis, it's easier on my joints while also improving my balance, coordination and agility which I feel is a huge benefit as I ease into retirement". Rob Cowie

Respondents perceived playing Pickleball improved their overall mental health by giving them a purpose, reducing their stress, specifically during the COVID-19 pandemic.

"This sport has brought new meaning into my life. I have finally found a sport that I love and am committed to". Candace Steinberg

*"It has been a great stress reliever during the Pandemic. Its helped me better deal with stress and increase my fitness level". Adriana* 

"This has definitely provided me with great help in my mental wellbeing". Andy

"It's become the main sport that I play now throughout the year to relieve stress and for exercise". A Richmond Hill Resident

"Pickleball has helped me keep physically and mentally fit before and during the pandemic". Dan

"Pickleball kept me sane during the pandemic. I'm an avid basketball player, and through COVID, when all contact sports were cancelled, I found pickleball". A Richmond Hill Resident

"During Covid, pickleball has given me the opportunity to ... deal with the pandemic". Starr

"Pickleball really helped me have a balanced and healthy pregnancy, distracting my mind from our previous losses". A Richmond Hill Resident

*"[It] helped [me] cope with loneliness and isolation during the pandemic with all its restrictions". Annette Pymm* 

*"I'm now using Pickleball to fight stress and anxiety caused by the pandemic (and sometimes work!)".* Sara

"Not only have I learned a new game but I feel so much better in terms of my mental and physical health". Joanne

"It's my goal to be healthier tomorrow than I am today - physically, mentally and emotionally. Pickleball is making that happen...Simply just being on the court, whether for lessons or games, it has boosted my mood, my morale". Sandee

"Pickleball has been a new lease on life for me". A Richmond Hill Resident

*"I always left my game feeling uplifted by all the laughter and joy we felt as we played together". A Richmond Hill Resident* 

*"It also improves my mood and mental health and it's FUN which makes this sport so addictive!!!!! " Catherine* 

# The perceived impact on respondents' social life was undeniable. Pickleball has helped them to grow their social circles, find new friends, and improve family bonds. A sense of a community and belonging was also a common theme.

"Being a visible minority and born in Canada, I finally had the chance to play a sport where I share the same court with players older than me, different race and gender and similar skill levels. Never have I

experienced that in my 30 years of playing sports and I am proud to say I enjoy it"! A Richmond Hill Resident

"being a part of this larger pickleball community has finally given me a sense of a Richmond Hill community. This says a lot considering I've lived in Richmond Hill for over 25 years". A Richmond Hill Resident

*"It has provided a great social outlet and has exposed me to a diverse group of people that otherwise I may not have had the opportunity to call friends". Chuck Mitchell* 

*"It also has a huge impact to enhance my social circle and make new friends with fellow community members as pickleball is a very social game, more so than tennis". Andy* 

"I have met new friends and found a way to exercise and have fun". Dian

"I began playing pickleball with my wife. I have been trying to play sports with her for many years. I tried tennis, and then golf, but I could not make her interested enough to invest time to learn and practice. But with pickleball, she instantly fell in love and she is eager to get better. So now we have a common hobby that we share and a new topic to study and to talk about". Kevin

"My husband and I took our son to Kings College Park and found a bunch of people gathered around the two courts, lining up and laughing...Almost immediately, pickleball became a staple in our life. We went out every Wednesday evening, signed up for a Thursday evening program, and you would find us there every Saturday and Sunday with our son, lining up to play. Some days we stayed 3 to 4 hours before even thinking about leaving". A Richmond Hill Resident

"[I] have also now even involved my wife in taking up the game (first racket sport she has ever enjoyed playing)" Mylven

"Pickleball changed our life. We have introduced all our friends to this game and we have created a group where we meet weekly to play: this made us bond, created a healthy physical activity and got our kids involved to play together". Irina Bond

[I] formed new friendships and social circle. Most importantly, my 19 yrs old son and I play pickleball together. I treasure the moments I spend with him. Milva

#### Respondents stated that they were in love with the game and would love to play as much as possible, but found it challenging to find courts:

"The only struggle I have found is finding a place to play, where the court is not shared with tennis players and a venue large enough to not have to wait in line for hours". A Richmond Hill Resident

"Play 3 - 4' a week for 1.5 hours each time. Wish I could play more often but hard to find courts". Guy

"Problem is Richmond Hill does not have enough pickleball courts to play for longer hours, due to huge demand that we may need to wait for next 3rd to 4th turn rotation in a queue which translates to 1/2 hour wait time". Ron Li *"I started playing outdoor pickleball at the two courts at Kings College park in Richmond Hill, but with the explosion in popularity of the game they have become so busy and game time there is extremely limited". Mylven* 

"The only downside has been the challenge in finding suitable and available pickleball venues close by so I applaud and will fully support any entity that is planning to build or expand their pickleball offerings". Dennis

*"I love it...On the other hand, it is difficult to find pickleball courts because there are not enough of them to supply the demand". Helen* 

"Over the last few years, with growing popularity of pickleball, the lack of sufficient number of pickleball courts has become quite noticeable, as evident by the long wait times and queues to access the courts". A Richmond Hill Resident

"The downfall is with only two courts readily available at KCP park, and 30 plus people lining up, some days you would have to wait quite a while just to get a match in....Richmond Hill is in dire need of a new pickleball facility with more courts so we can continue to grow the sport and our community". A Richmond Hill Resident

"There are not enough Pickleball courts in Richmond Hill. It is difficult to find a place to play if you work full time". A Richmond Hill Resident

"Unfortunately, it has been very difficult to get playing time these days as Pickleball has ballooned in our community. In fact, it is one of the fastest growing sports in North America. There are only 2 dedicated Pickleball courts in Richmond Hill, at King's College Park (KCP). With large crowds lining up to play we play short games (to 9 instead of 11) to allow more people to play. This means we usually only play 2-4 short games during a 2-hour period as there are so many players waiting for a turn. I hope that the city will realize the positive impact of adding more outdoor courts to our community".

"Kind of addictive game . Used to play 2 times a week but I can play every day . Only problem is lack of facilities around our neighborhood". George

As presented in Graph 4, 93.8% of respondents stated that they believe it is "extremely important" for the City of Richmond Hill to invest in a multi-court pickleball facility.

Graph 4- City of Richmond Hill investment in a multi-court Pickleball facility (1 not at all important to 5 extremely important).

5. In your opinion, how important is it for the City of Richmond Hill to invest in developing a multi-court Pickleball facility? <sup>97</sup> responses



As one of the respondents, Paula D'Aoust, puts it so adequately:

"I think that Pickleball should become the next Canadian National sport. We need the space and facilities to meet the demand of players to be able to play year round and we need it now. With only one official outdoor court and the lines painted on the tennis courts at Town Park, it is not enough to meet the demand. Don't delay, the aging population that dominates the sport can not wait 10 years for a space. It needs to happen immediately so we can enjoy a fun, easy game to play. Pickleball for life! "

# Ideal Facility and Ideal Location

The game of pickleball requires large multi-court facilities where players of all skill levels including beginners are able to learn the game, play with players of similar skill level and socialize. It is crucial to have a local pickleball association or club located at the facility to run lesson, leagues, tournaments and socials events.

#### The Challenge

We are running out of available parkland that is capable of accommodating the unique requirements of pickleball. Pickleball is a very social, engaging sport that attracts large numbers of players per court because the court turnover is every 10-15 minutes per game. Experiences garnered from other municipalities indicates that pickleball players dominate court access when tennis courts are lined for pickleball. Unlike tennis, pickleball uses a paddle and plastic ball and given the frequency of hits per point, the impact, and laughter does impact nearby residents. It is therefore recommended that pickleball courts be located at least 50- 100M from nearby homes.

Locating pickleball courts in existing parks or lining tennis courts for pickleball, although expedient, is problematic for many reasons. It creates unnecessary conflict between pickleball players and tennis players, and most tennis courts are located by nearby residences with inadequate parking or facilities including washrooms. Pickleball games are 10-15 minutes with 4-8 pickleball players per court, compared to tennis, where a set runs for 30-45 minutes and has 2-4 players per court. King's College Park is a perfect example of what can happen (noise, parking, lack of washrooms etc) when courts are located too close to residences. Locating dedicated pickleball courts in and around existing parks is problematic. Lining tennis courts for pickleball should be avoided unless there are no other options available, but you will have to deal with residents and tennis players who will express their concerns.



Recently built pickleball courts closed due to noise complaints.



The City of Victoria is removing pickleball lines from the courts after several noise complaints from nearby residents, whose homes are 17 metres away. According to the municipality, the lines were added in 2018, but more recent industry standards have established a minimum distance of 50 metres from the nearest homes. https://globalnews.ca/news/8702514/victoria-pickleball-group-ousted-noise-complaints/

# Possible Locations - Thinking Outside the Box

Richmond Green - this option would require the re-purposing of baseball diamonds and/or the under-utilized parking adjacent to the skateboard park.



#### David Dunlop Park

A large under-utilized destination park with sufficient acreage to accommodate a large world-class pickleball facility. The park is centrally located, with adequate room to locate courts 50-100M from residences.



#### Phyllis Rawlinson Park

Large tract of land that cannot be developed but could be used for recreational purposes. The land is currently used for a community garden, off-leash dog park, interpretation centre and the George Foster House, The George Forster House runs indoor and outdoor recreational programs.



# Provisioning Rate for municipalities in Ontario and Canada

## <u>Ontario</u>

## Barrie, ON (Population: 197,000)

March 30, 2022 - Barrie Council gave final approval to add eight more pickleball courts with lighting beside the four existing pickleball courts. They will repurpose the existing soccer field, relocate the existing ball diamond to the soccer pitch, expand the existing parking area and add new accessible pathways with lighting. The total cost is \$1.9 million, plus \$25,480 annually to maintain and operate, beginning in 2024.

Provisioning rate - 1 : 16,000

https://www.barrietoday.com/local-news/painswick-park-pickleball-plan-approved-by-city -council-5215354

Windsor, ON (Population: 233,000)

Windsor City Council is spending \$850,000 on improvements to the City's tennis facility in Forest Glade, which will be upgraded from the aging courts and fencing seen today to a modern tennis and pickleball facility of tomorrow. Six new tennis courts and ten new pickleball courts, all with specialized surfacing and colour coating, will be installed over a two-and-a-half-month construction period.

Provisioning Rate - 1 : 23,000

https://www.citywindsor.ca/residents/parksandforestry/Parks-Development/park-improve ment-open-houses/Pages/Forest-Glade-Optimist-Pickleball-and-Tennis-Court-Improvem ents.aspx

## Stouffeville ON - (Population - 45,800)

The town awarded a \$705,729 tender to Latitude 67 to construct 8 pickleball courts and two tennis courts at Memorial Park. The construction is expected to begin in May of 2022 and be completed by August.

Provisioning Ratio - 1 : 5,725

https://www.thestar.com/local-stouffville/news/2021/11/24/pickleball-and-tennis-courts-coming-to-stouffville-leisure-centre-in-2022.html?itm\_source=parsely-api

## Sault Ste. Marie - (Population - 73,268)

Big crowd welcomes eight new pickleball courts - "I am really taken aback by the number of people that are out here to celebrate this ribbon cutting," said Mayor Christian Provenzano in his remarks to the 50 people lined up with paddle and ball in hand. Provenzano said it is critical for municipalities to build infrastructure like the pickleball courts to increase the quality of life for its citizens. "The payoff is ten-fold," said Provenzano to the gathered crowd. "And you see that here today because this is how you create community."

Provisioning ratio - 1:9,158

https://www.sootoday.com/local-news/big-crowd-welcomes-eight-new-pickleball-courts-i n-the-citys-west-end-6-photos-4724200

## Tecumseh, Ontario - Pop 23,200

In December 2020, The Town Council approved the construction of a new 10-court outdoor pickleball facility as part of the Park's Five-Year Capital Project budget. The \$755,000 investment includes the construction of playing surface for 10 courts, drainage, fencing, walkway, and accessory building. "We are excited to see construction begin on this much-anticipated facility," said Gary McNamara, Mayor of Tecumseh. "The sport of pickleball continues to grow in our community, and this facility will allow for more players to access courts."

"The Parks and Recreation Department has worked closely with our local pickleball players and recognized the need for additional courts," said Paul Anthony, Director of Parks and Recreation. "The new 10-court complex will provide for the ever-increasing growth of the sport, as well as providing our community the opportunity to host large tournaments."

Provisioning Rate - 1 : 2320

https://www.tecumseh.ca/en/news/ground-breaking-for-new-pickleball-courts.aspx

## **Belleville (Population 50,716)**

The city's Parkland and Recreation Master Plan recommends the installation of eight new tennis courts and 11 new pickleball courts to fill the current gap, with some of these facilities being combined into multi-use or shared courts

Provisioning ratio - 1:4,600

https://www.intelligencer.ca/news/city-surveys-public-on-proposed-outdoor-pickleball-co urts

## Kingsville, Ontario (Population - 21,552)

In Kingsville, Ont., where eight pickleball courts were recently built alongside two bocce courts, the association paid \$75,000 while the town covered the remainder of the \$330,000 price tag. The pickleball courts on their own cost \$285,000.

Provisioning ratio - 1 : 2,694

https://www.iheartradio.ca/am800/news/pickleball-and-bocce-courts-officially-open-in-kin gsville-1.16317065

## Hamilton, ON (Population - 771,000)

In 2015, Pickleball Hamilton in cooperation with the City of Hamilton used the footprint of two aging tennis courts and built 6 beautiful outdoor pickleball courts with lights for evening play.

However, the growth of the sport made it evident, very quickly, that 6 outdoor courts would not meet local summer demand. The City of Hamilton now has 24 official outdoor Pickleball courts, with the majority of them being in Confederation Park by the waterfront. Residents are asking for more courts, and Pickleball Hamilton has been working with the city to revitalize/re-purpose old and unused tennis courts.

Provisioning Rate: 1: 32,000

https://thevoiceofpelham.ca/2022/02/10/pickleball-to-be-served-up-at-centennial-park/

## Kingston, ON (Population 136,600)

Kingston council approved the plans for an indoor racquet sports 'bubble'. The facility will feature six tennis courts and 12 pickleball courts, with the pickleball courts also being compatible with volleyball as well. The proposal will see the bubble being built in an approximately four-acre plot at St. Lawrence Business Park in Kingston East, directly north of John Machin Soccer Park.

Provisioning Rate - 1 : 11,400

https://globalnews.ca/news/8351153/kingston-council-approves-plans-for-indoor-r acquet-sports-facility/

## Sarnia, Ontario (Population 71,600)

Sarnia repurposed tennis courts and built six new dedicated pickleball courts with new fencing, a proper surface and a shaded area for people waiting to play. Blackwell Park's underutilized tennis courts needed an upgrade, but the city chose to replace them with pickleball because of the sport's growing popularity locally.

Provisioning Rate - 1: 12,000

https://www.theobserver.ca/entertainment/local-arts/new-hub-to-expand-pickleball-play-in-sarnia

## Ottawa, Ontario

RA Centre in Ottawa adds 7 new indoor pickleball courts and the membership sells out within weeks of opening.



# **Canada**

## Medicine Hat, Alberta (Pop- 60,200)

The City of Medicine Hat, Alberta had 8 pickleball courts, and they will open a new 20 court facility this spring. Pickleball is rapidly growing in popularity with enthusiasts of all ages. Community members have approached the City to provide a 20-court outdoor pickleball facility to host both local play and tournaments. The local pickleball club will operate the venue

Provisioning Ratio - (1:2150)

.https://medicinehatnews.com/news/local-news/2021/03/13/new-pickleball-courts-will-go \_in-at-leisure-centre/

https://www.medicinehat.ca/en/news/construction-beginning-this-spring-on-multicourt-pi ckleball-facility.aspx

Spruce Grove, Alberta (Pop 34,066)

The City of Spruce Grove, Alberta currently has 18 outdoor Pickleball courts located at Henry Singer Park in Spruce Grove. City Council voted to approve expansion funding during the regular council meeting on Monday, March 28

Provisioning Rate - (1 : 1892) https://www.sprucegroveexaminer.com/news/local-news/city-council-approves-fu nding-for-development-of-pickleball-club-expansion-plan-and-repairs

## Regina, Saskatchewan (Pop 220,000)

Regina currently has only 12 dedicated pickleball courts — six in Mahon Park and six recently opened ones in Douglas Park. Pickleball Regina sees a massive uptick in members but the rapid growth has left the club scrambling for places to play.

Provisioning Ratio (1:18,333)

https://leaderpost.com/news/local-news/pickleball-community-seeing-rapid-growth-acros s-the-queen-city?utm\_term=Autofeed&utm\_medium=Social&utm\_source=Twitter#Echo box=1566749439

## Vernon, BC (Pop 40,116)

Vernon is making a case to become the pickleball capital of Canada. The Vernon Pickleball Association (VPA), in conjunction with the City of Vernon, have announced that the Okanagan Wealth Advisors (OWA) Pickleball Complex in Marshall Fields has opened.

The complex is believed to be the largest, covered dedicated pickleball facility in Canada.

Provisioning Ratio - 1 : 3600 Time Lapse Construction Video <u>https://www.youtube.com/watch?v=I0cJCOjYEaY</u>

https://vernonmatters.ca/2021/05/18/new-vernon-facility-will-capitalize-on-fast-growing-sport/

https://www.castanet.net/news/Vernon/334299/The-newly-upgraded-Vernon-pickleball-c omplex-opens-May-22

## Nova Scotia

Dedicated pickleball courts — similar in size to a badminton court — have been popping up across the province, as communities establish their own clubs and organizations.

https://www.cbc.ca/news/canada/nova-scotia/nova-scotia-pickleball-rise-popularity-1.61 76847?\_\_vfz=medium%3Dsharebar&fbclid=IwAR3AfqFWEKcF-sfmWXJLss\_T12khd5a aJd\_59ii9j214xwu7KA2iOjDw8AU

# Economic Impact

# Hosting National Championship - Red Deer, Alberta, 2021

#### **Event Impact Summary**

#### **Destination: Travel Alberta**

<b>Event Parameters</b>	•	Key Results		
Event Name:	Pickleball Canada National Championship 2021	Business Sales (Direct):	\$778,007	
Organization:	Red Deer Pickleball Club	Business Sales (Total):	\$1,134,555	
Event Type:	Adult Amateur	Jobs Supported (Direct):	203	
Start Date:	8/10/2021	Jobs Supported (Total):	241	
End Date:	8/15/2021	Local Taxes (Total):	\$4,170	
Overnight Attendees:	705	Net Direct Tax ROI:	\$2,841	
Day Attendees:	971	Estimated Room Demand:	1,096	
	Direct Bus	iness Sales		
Sales by Source		Sales by Sector		
\$800,000		Trans. Space Rental		
\$600,000			Retail	
\$400,000		Recreation		
		Lodging		
\$200,000		Food/Bev		
		Business Services		
\$0 -	endees Organizer Media	\$0 \$50,000 \$100,000 \$150,000	\$200.000	

Industry	Attendees	Organizer/Exhibitor	Total
Lodging	\$120,539	\$0	\$120,539
Transportation	\$33,212	\$4,602	\$37,815
Food & Beverage	\$143,476	\$24,665	\$168,141
Retail	\$197,420	\$0	\$197,420
Recreation	\$107,832	\$0	\$107,832
Space Rental	\$0	\$12,113	\$12,113
Business Services	\$0	\$134,148	\$134,148
TOTAL	\$602,479	\$175,528	\$778,007

# The Ideal Pickleball Complex



Baskin Ridge, New Jersey - World class pickleball facility

#### 1) Think seriously about the number of courts you'll need.

Are you building courts to simply accommodate the number of players who currently play in your area? This is **the most common mistake** made by communities. Keep in mind that the sport of pickleball is, without question, the fastest growing sport in the country and is on track to continue its growth path for years and decades to come. Communities that have built multi-court facilities have quickly outgrown them. Hamilton, Barrie, Kingston etc. See Appendix ??

#### 2) Plan adequate space for your courts.

Don't try to squeeze in too many courts side by side, as this will invite safety concerns and may prevent your facility from being certified for tournament play, but you should leave yourself room to add more courts because you will most certainly need it. **Recommended guidelines: Outdoor courts should always be constructed North to South, to lessen the impact of sun blinding.** 

The minimum minimal guidelines for each court:

A total playing area 30 feet wide (9.14 m) and 60 feet long (18.28 m) is the minimum size that is recommended. **Total size of 34 feet by 64 feet is preferred. 1800-2200 sq ft.** 

#### 3) Plan proper access to your courts.

We see so many pickleball venues that have lots of beautiful courts, but no easy way to enter into the courts. This causes continuous interruption of play. In placing your gate access to the courts, **a good rule of thumb** is to position your gates in such a way that a player never has to cross more than one court to arrive at the court they are going to play on.

**4) Planning your facility -** Pickleball is the fastest growing sport because it has a quick learning curve and appeals to a broad, diverse demographic. Large multi-court facilities strategically located are responsible for the explosive growth of the game. The facilities are run by local volunteers, either associations or community pickleball clubs, that offer a wide range of programs such as learn-to-play, lessons, strategies, leagues, tournaments and most importantly, social meet-ups.

Location is equally important, as it must be able to accommodate parking and ideally located at least 50- 100M away from nearby homes. *For this reason, municipalities facing growth pressures will be significantly challenged to find suitable locations to accommodate the fast-growing game of pickleball.* 

Large multi-court pickleball facilities become destination parks for the community as the game is played on weekdays, given its appeal to the aging demographic as well as weekends and evenings. Lining tennis courts and/or locating fewer courts throughout the city is extremely problematic. Why? Pickleball displaces tennis in most communities because it attracts more players per court, doubles are played by 97% of participants and the games are quicker, usually 10-15 minutes versus tennis which is mostly singles and takes 30-60 minutes to complete a set. Municipalities that have lined tennis courts or have instituted allocated times for each sport have invited more problems/complaints, primarily from the displaced tennis community as pickleball players adjust the net heights, and that causes issues for tennis players. Lining tennis courts for pickleball should be avoided at all costs.

The ideal facility for pickleball should have the ability to expand and include indoor or covered options for year-round play. These options would include solid structures, bubbles, or roof-covered open sides. The courts should be easily accessible with little or no disruption to matches being played, and the most important consideration for outdoor

courts is proper drainage, with courts aligned north/south, to minimize the effects of the sun moving east to west.

A large multi-court facility located in Richmond Hill could play host to local, regional, provincial and national championships as well as provide ancillary benefits for the local economy. Richmond Hill would have a first-mover advantage, and it would become a pickleball destination centre in Ontario and Canada.

Outside of tournaments, a large multi-court facility would be used by residents and tiered pricing adopted for non-residents, which could be throttled to accommodate the growth of resident play vs non-resident play, but sustained and paid for by non-residents.

Because pickleball is very social, it attracts large groups of people coming together in social settings to relax after the match or watch others play.

What would a world-class facility look like?

It would have 10-12 indoor courts (hard structure/bubble) in combination with 20 outdoor courts, including adequate lighting and spectating areas for courts. It would require outdoor covered seating areas for social gatherings/viewing. Virtual Tour

https://www.youtube.com/watch?v=X-TWBYIzKx8

https://pickleballrocks.com/2019/09/how-to-layout-the-perfect-pickleball-complex-or-ven ue/



# Pickleball Court Sizing vs Other Sports











https://pickleballfix.com/pickleball-court-dimensions/

# CASE STUDY - Medicine Hat, Alberta

#### Provisioning Ratio - (1:2150)

Newly constructed 20 court facility opens Spring 2022.

The City of Medicine Hat, Alberta had 8 pickleball courts, and they will open a new 20 court facility this spring. Pickleball is rapidly growing in popularity with enthusiasts of all ages. Community members approached the City to provide a 20-court outdoor pickleball facility in 2019 to host both local play and tournaments.

The new facility will be operated and run by the Medicine Hat Pickleball Club under a five year licensing agreement that includes a cost sharing agreement. The club attracts members from the city and surrounding area, and it has a modest membership fee of \$80 per year plus a \$10 drop-in fee. The club offers court rental opportunities at \$20 per hour as well as other revenue generating activities such as lessons, leagues, and tournaments.

#### **Events**

Junior Program for school age players

Social Play for those who want to play without the pressure of being competitive

Competitive Play for those who like to challenge their skills and opponents to win Educational Play: "Learn to Play" lessons (Free) and Skills and Drills Sessions-an

opportunity for members to improve their skills and game.

Social Events: Once per month a social is held at the courts with a Theme, food and beverages.

Tournaments: 3 Per year - One indoor, 1 In House in the Spring, and 1 Sanctioned Tournament open to players of all skill levels for members and players outside of Medicine Hat.

Clinics: Several clinics are offered and led by Professional Pickleball Players, this year from Alberta, British Columbia and Arizona. Over 125 members attended these sessions.

#### **Membership Benefits**

Part of membership fees go to Pickleball Alberta who promotes the growth of our sport and administers the Club's memberships files and to Pickleball Canada who among other things provide a comprehensive national insurance coverage plan that covers both the player and the facility and a national player database for player registration for insurance, ratings and partner locate/contact.

Being part of our Pickleball Club promotes a healthy sense of well-being and enjoyable interaction, a sense of belonging to a community, play for all ages and skill levels, regular exercise, a sense of being organized in knowing when to play, opportunity to meet new friends, opportunity to give back to your community through volunteering, and the opportunity to belong to the larger pickleball community through tournaments and visits. They have had players drop in to play from Swift Current, Calgary, Lethbridge, Red Deer and British Columbia. Many of our members, when travelling, pack their Pickleball paddle and court shoes and are welcomed to play at their destinations.

They consider themselves "ambassadors for our City."



#### FAMILY LEISURE CENTRE PICKLEBALL FACILITY

