

MISSISSAUGA INTERNATIONAL TENNIS CLUBS

PRESENTER:
KARL HALE



Executive Summary

There are a mere 750 accessible covered courts in all of Canada, which results in only one court for every 50,000 Canadians. In Europe on the other hand, there is one court for every 15,000 people. With a number of rising Canadian stars on the ATP & WTA tours, the sport is continuing to grow nationwide, especially among youth and teens. Participation in tennis across the country grew by 14% from 2015- 2016 alone. There is a significant need, now more than ever before, for covered tennis courts in Canada.

We are proposing to establish the Mississauga International Tennis Club as a community based, self-sustaining, winterized year round tennis facility in Mississauga by improving and utilizing the existing municipal-owned tennis facilities.

The Mississauga International Tennis Club will serve the needs of recreational and competitive players in the community and also provide opportunities for hosting provincial, national and international events that will bring visitors to showcase our talent in Mississauga.

The Mississauga International Tennis Club will be lead by internationally recognized tennis leader Karl Hale, Tournament Director Rogers Cup largest one-week professional tennis event in the world, President of the PTR (20,000 coaches worldwide), former Davis Cup and Fed Cup coach.

Given that there is limited winter tennis courts and a need for more summer tennis courts in Mississauga. The city requires a new international tennis centre covered with a bubble.

The Mississauga International Tennis Club will become the focal point of community-based tennis in Mississauga. In order to ensure that the facility is accessible and affordable, it is important that the Centre is built in partnership with the city of Mississauga.

The project is a public/private endeavor with Karl Hale and the City of Mississauga - to have a facility (Mississauga International Tennis Club) on municipal-owned land under a long term, low cost lease arrangement with the City of Mississauga.

Karl Hale will fund bubble capital costs privately and seasonal operating costs. The estimate for a 6-court bubble is \$1,200,000 (generally \$200,000 per court covered).

Environment

The City of Mississauga currently has a shortage of indoor and outdoor tennis facilities. The existing summer and one indoor facility are overcapacity and new facilities are required to fill the demand and showcase Mississauga locally, provincially, nationally and internationally.

New residents to Mississauga are more inclined to participate in tennis vs. other sports such as hockey. This as well as the growth of our sport currently and our rising stars (World #4 Bianca Andreescu from Mississauga) will see a tremendous need for tennis courts over the next 10 years.

Tennis players are forced to either battle for the rare available 7am or 10pm court time at one of the above-mentioned clubs.



Tennis Canada

Tennis Canada is the national sport governing body for tennis. Tennis Canada is the owner of the Rogers Cup, and the Women's and Men's professional tour events, which are two of the largest and most successful professional tournaments in the world. As well, Tennis Canada has overall responsibility for the development of the sport all across the country.

Tennis Canada has had significant experience with facilities. Over the last 15 years, Tennis Canada has constructed two major tennis stadiums and training facilities in Montreal and Toronto. These facilities house professional tournaments and provide training opportunities for high performance athletes. The facilities in Toronto and Montreal cost more than \$80 million and were built by Tennis Canada with the support of the federal, provincial and municipal governments. In 2004, Tennis Canada embarked on an ambitious new agenda to be a "leading tennis nation" in the world.

One of the key components to reaching this goal is to increase participation in the sport in all parts of the country. In order to increase participation, it is necessary to ensure that accessible, affordable facilities are available in every major city. Tennis Canada is working with community groups in virtually every province of Canada to develop these not-for-profit facilities. Tennis Canada also believes that Canada is capable of developing training programs that can consistently produce world-class players. However, this vision requires both national and regional training Centre's. Tennis Canada believes that Mississauga requires more indoor facilities to support the growth of the sport. Tennis Canada endorses this proposal.

Industry Background

Tennis Growth and Popularity

Tennis is experiencing its greatest period of growth since the 1970s. Tennis is a sport of a lifetime played equally by male and female participants with a high participation from different ethnic groups. A participation survey conducted by the Sports Manufacturers Association of Canada in March 2009, showed that tennis has grown by 43% from 2000 to 2008, making it the highest growth sport in Canada.

One of the greatest challenges that tennis faces in keeping up with the growth and popularity of the sport is providing accessible, affordable facilities. The vast majority of participants play on public courts on a seasonable basis. Accessible year round facilities will help to ensure that people interested in tennis stay active and engage with the sport year round. In addition to being one of the fastest growing sports in Canada, tennis is among the top sports in terms of general participation. In a survey conducted by the Charlton Strategic Research Inc. in 2010, tennis was the fourth highest participation sport in Canada after golf, soccer and hockey.

Tennis is also one of the most popular sports worldwide. The International Tennis Federation has over 200 member countries that actively participate in this game. In Europe, tennis only ranks behind soccer in terms of participation. In addition, tennis is one of the fastest growing sports in all of Asia.

Tennis Growth in Numbers

| <i>Participation Numbers - U12 Canadians ONLY</i> | | | | |
|---|-----------|-----------|-----------|----------------------------|
| | 2015 | 2016 | 2018 | Growth Rate (2015 to 2018) |
| Played in the Past Year | 436,000 | 486,000 | 514,000 | 18% |
| Tennis Player | 304,000 | 348,000 | 366,000 | 20% |
| Frequent Player | 165,000 | 162,000 | 198,000 | 20% |
| <i>Participation Numbers - All Canadians</i> | | | | |
| | 2015 | 2016 | 2018 | Growth Rate (2015 to 2018) |
| Played in the Past Year | 5,736,000 | 6,532,000 | 6,547,000 | 14% |
| Tennis Player | 3,944,000 | 4,354,000 | 4,522,000 | 15% |
| Frequent Player | 2,151,000 | 2,177,000 | 2,936,000 | 36% |

Played in the Past year: played tennis at least once in the past year

Tennis Player: played tennis at least four times in the past year

Frequent Player: played 1+ times per week during their most active 8 consecutive weeks (i.e. played at least once a week during the tennis season).

*** Covid numbers USA sport growth 2019-2020

Tennis 17 million -21 Million
Pickleball 3.45 million-4.4 million

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

Canadian Tennis Stars



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



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



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



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



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



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

The following statistics were provided by Tennis Canada and compiled from a third party research report they commissioned with Charleton Strategic Research Inc. in 2011:

Tennis participation in Canada continues to grow with the number of Canadians who play tennis at least once per year - 4,900,000 in 2011, up 3% in 2011 (versus 2010)

1,795,000 (6%) are Tennis Players (play at least 4+ times/year). Also, 1,196,000 (4%) are Frequent Players (2+ times/month from May-October) - a 26% increase in frequent play in 2011

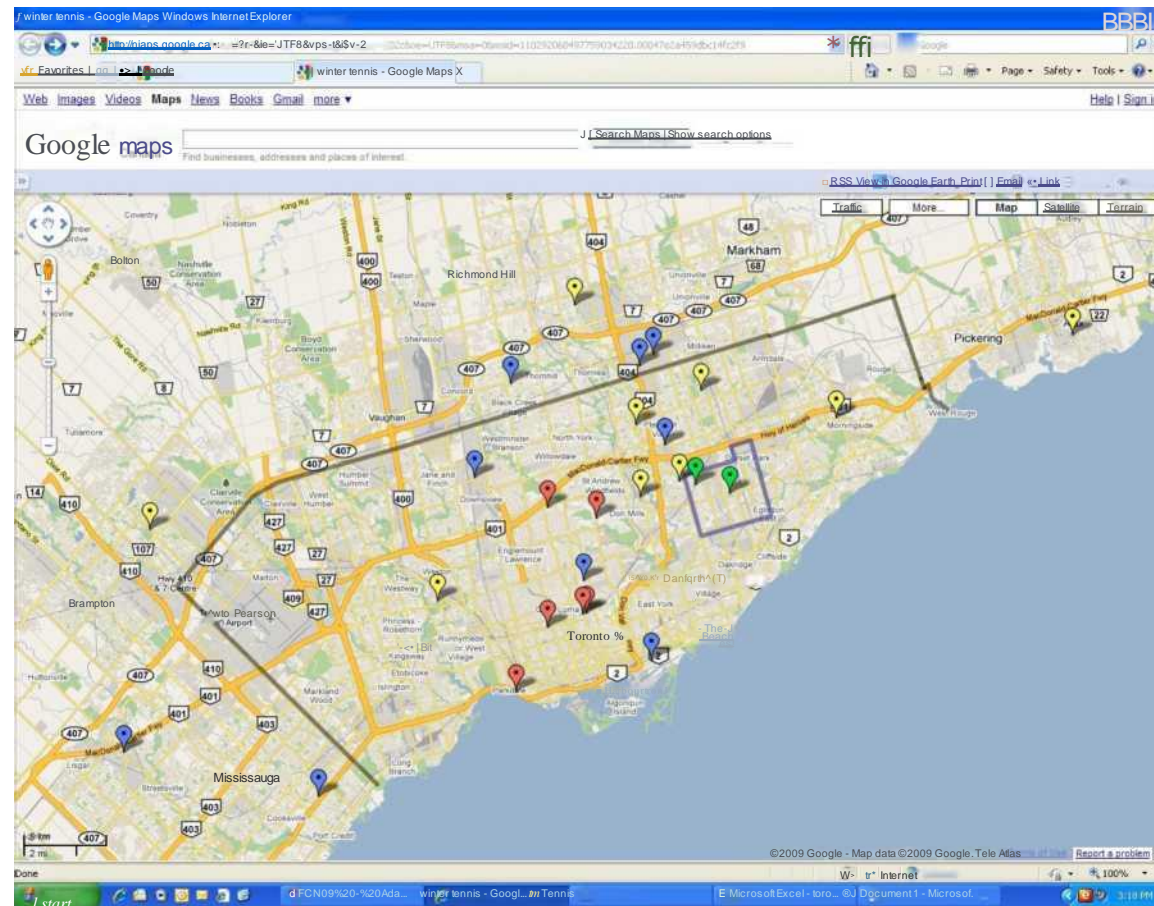
Since 2008, the growth in tennis participation is 22.5% in terms of actual players (played in the past year)

Frequent tennis play (2+ times/ month) has increased significantly (1,196,000 in 2011 from 951,000 in 2010) an impressive 26% increase

One half of Tennis Players rate “increasing the number of children playing tennis” as very important

“Increasing the number of children playing tennis” (18%) and “developing world-class players” (15%) are also considered important initiatives.

There are only two tennis bubbles in the Mississauga region with a total of 10 courts.



- Red: Country Club-Very High Fees
- Blue: Permanent Facility-Very Expensive
- Yellow: Bubble on Municipal Courts-Inexpensive



Operations

Our Vision

We are proposing to establish the Mississauga International Tennis Club at the new park (Ninth Line and Tacc Drive). in Mississauga. A self-sustaining facility with no additional ongoing maintenance or operational costs to the city.

In so doing we would not only increase accessibility and participation, but also deliver on a bigger vision - a vision that sees ordinary citizens of Mississauga, from all walks of life, all communities and all ages, having access to this sport of a lifetime. The spin-off benefits from the facility are significant: in addition to enhancing sport infrastructure in our community, the events that could be hosted by the proposed facility will increase tourism and visibility of this sport and provide a world class facility and management to a local Mississauga community. This facility will serve the needs of recreational and competitive players in the community and also provide opportunities for hosting provincial, national and international events that will bring visitors to showcase our talent and city.

The Mississauga International Tennis Club would be a new facility 6 court indoor year round facility providing a winterized tennis facility which would allow for year round.

Our organization will foster the following values in both our staff and our members:



Inclusiveness

We believe all Mississauga residence, regardless of age, location, financial means, or physical ability should be given an opportunity to participate in, and enjoy the game of tennis.

Teamwork

We believe in the notion of teamwork and its importance for both the development of tennis players and enthusiasts and the advancement of the sport in general in our communities.

Personal Development

We believe in instilling positive personal values through competition and training. We will encourage the highest possible level of sportsmanship in our programs and activities.

Integrity

We believe that all of our activities and related events should be carried out with the utmost integrity.

Scope of the Project

5.4

Site location

Mississauga has been selected as the ideal location for the following reasons:

- Growing Community
- Lack of indoor tennis facilities
- Lack of pickleball facilities
- Proximity to schools
- Proximity to residential area that would be greatly enhanced by a new public tennis facility.
- Accessibility to public transit
- Parking is available free of charge.



Facility Operation and Programs Mississauga International Tennis Club will be operated as a year round tennis centre (Pickleball will be offered as well) with covered courts for 12 months.

The goal of this facility is to provide members of our community access to this lifelong sport. The new facility will offer a variety of affordable, competitive and recreational programs that will serve tennis enthusiasts and attract new players from all social and economic backgrounds. As such, it is very important to offer programming in the form of lessons, leagues and tournaments at an accessible rate. This will also allow us to offer accessible programs to schools. It is expected that this facility would service 800 to 1,000 frequent players, as well as thousands of other participants through schools' programs, tournaments, clinics and special events.

Through a combination of membership dues, user and programming fees there will be no requirement for annual City provided subsidies and no additional cost to taxpayers.

Currently there are many active tennis players in Mississauga who are seeking a facility for their recreational enjoyment and for competitive play. Therefore, this facility will directly benefit those who currently play tennis and will accommodate many new players who wish to be introduced to the game or play tennis year round. The Mississauga International Tennis Club would offer a variety of programs for all ages and abilities.

Some of these programs include:

- Junior and senior team tennis
- Under 8, under 10, under 12 and under 14 provincial programs
- Recreational grass roots programs
- Elementary school programs
- Sanctioned tournaments and organized leagues
- Pickleball leagues and tournaments

The Mississauga International Tennis Club will be committed to serving the community and the City of Mississauga.

Karl Hale has demonstrated his passion and ability to give back in many ways and has succeeded in raising over \$1,000,000 for charity via the Daniel Nestor Charity Event and Helping Hands Jamaica Foundation (www.helpinghandsjamaica.com) building 20 schools. These two charities that he is founder of, respectively, support the sport of tennis in Canada and provide funds for improving education in his birth country, Jamaica.

Schools

This facility would also provide an opportunity to expand school-based programs.

Seniors

When the first of the baby boomers turn 65 in the year 2012, have seen a change in demographic in Mississauga. Tennis can be played at almost any age. Tennis Canada organizes regional and national competitions for seniors throughout the country. We want to build a partnership with seniors to cater to this growing demographic and to encourage healthy, active lifestyles. Unlike most other major sports, tennis is played from age five to 85. We think that we can target new players in the over 50-age group. This facility can provide an opportunity for active lifestyles and social gatherings for seniors. Currently only 12 per cent of our seniors over age 65 are considered to be physically active. Making tennis programs available to more people will improve the health and quality of life for seniors.



Persons with disabilities

Unlike the majority of existing courts around Ontario, the proposed facility would address the needs of physically disabled players by providing accessible training and recreational play opportunities. Wheelchair tennis programs will become one of the priorities of the facility. We feel that wheelchair tennis is an underserved part of our sport in this region. Now that tennis is a Paralympic sport, we think that we can provide a program that will facilitate this participation. Tennis Canada has a world-class program for wheelchair athletes that this facility will utilize. Also Karl Hale has worked with wheelchair athletes and is a strong proponent of creating accessible facilities and programs for all interested players.



Management Summary



Karl Hale

Karl will use his 35 years in the tennis business to make the centre a tremendous success.

Karl has an accomplished tennis history:

- Tournament Director of the Rogers Cup Toronto (14 years) 150,000 attendees and 6 million viewers. World largest one-week tennis event.
- President PTR (Professional Tennis Registry) 20,000 tennis coaches' worldwide. Largest tennis coaching association in the world.
- Head Racquets Professional Donalda Club-One of Canada's most prestigious country clubs.
- Founder CPS Canadian Pickleball Series. Largest series of pickleball events across Canada from Burnaby to Peterborough.
- Former Fed Cup and Davis Cup Coach
- Former Davis Cup Player and top ranked Canadian
- Charities founded-Daniel Nestor Charity Event over \$1,000,000 raised/Helping Hands Jamaica Foundation \$2,000,000 raised and 20 schools built.
- Awards include: Pro of the Year PTR 2006, Humanitarian of the Year 2017 PTR, City of Toronto Award 2005 contribution to tennis, Distinguished Service Award Tennis Canada 2008.

Testimonials

World #1 Rafael Nadal



"Karl is a good friend and one of the best tournament directors in the world."

World #1 Serena Williams



"Karl is highly regarded in the tennis world. He has taken me 4 times to Jamaica and we built a school together in Jamaica. He's respected for work on and off the court."

CEO ATP Tour Chris Kermode



Karl is Rogers Cup Tournament Director highly respected and one of the best in the business.

President WTA Tour Micky Lawler



Karl is a trailblazer in our industry, trustworthy, hardworking and a leader in our sport.

Daniel Nestor Canadian Tennis Star



Karl and I raised over \$1,000,000 together with the Daniel Nestor Charity Event. Karl is a Canadian Tennis Champion and international regarded.

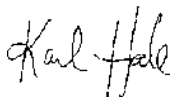
Conclusion

The Mississauga International Tennis Club will be providing a new 1st class Tennis Centre in Mississauga. The 5 key areas we focused on are:

1. Bringing the right team together. Karl Hale, Canada's leading Head Teaching Professional and Tournament Director of the Rogers Cup,
2. A tremendous community year round facility (under a bubble). This facility will encourage juniors, adults, seniors and wheelchair by having another healthy activity for them to participate in. Additionally, Karl will put forward an annual community charity event to raise funds for a community initiative. Very similar to their Daniel Nestor Charity Event which has raised over \$950,000 for North York General Hospital and Tennis Canada Go for Gold.
3. Addition of the fastest growing sport in North America-Pickleball will be played at facility. Leagues and tournaments will be offered. Karl runs the largest pickleball tournaments across Canada.
4. We are using space that is currently not being used in the winter and enhancing for community participation (tennis bubble).
5. Tennis Canada endorsed facility. We will be hosting international, provincial and local events.
6. A long term lease 25 years to establish a world class International Tennis Facility.

This is a facility that the community will be proud of.

Sincerely,



Karl Hale 416 662 8869