



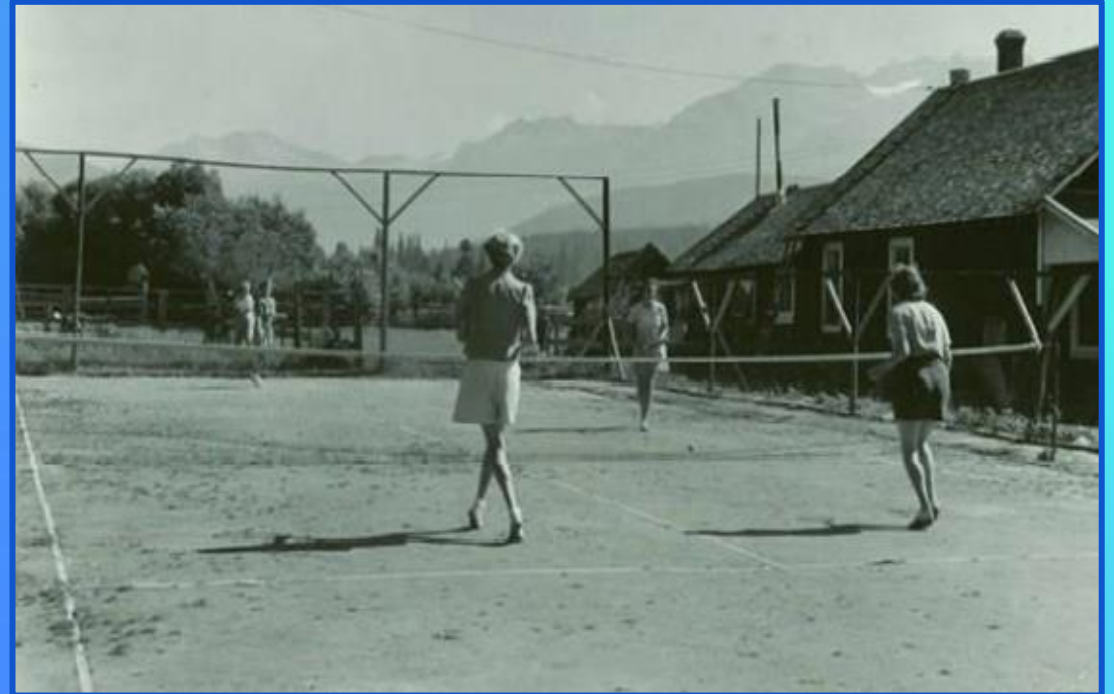
**WHISTLER**  
TENNIS ASSOCIATION

# Whistler Tennis Association

Securing The Future of Tennis in Whistler

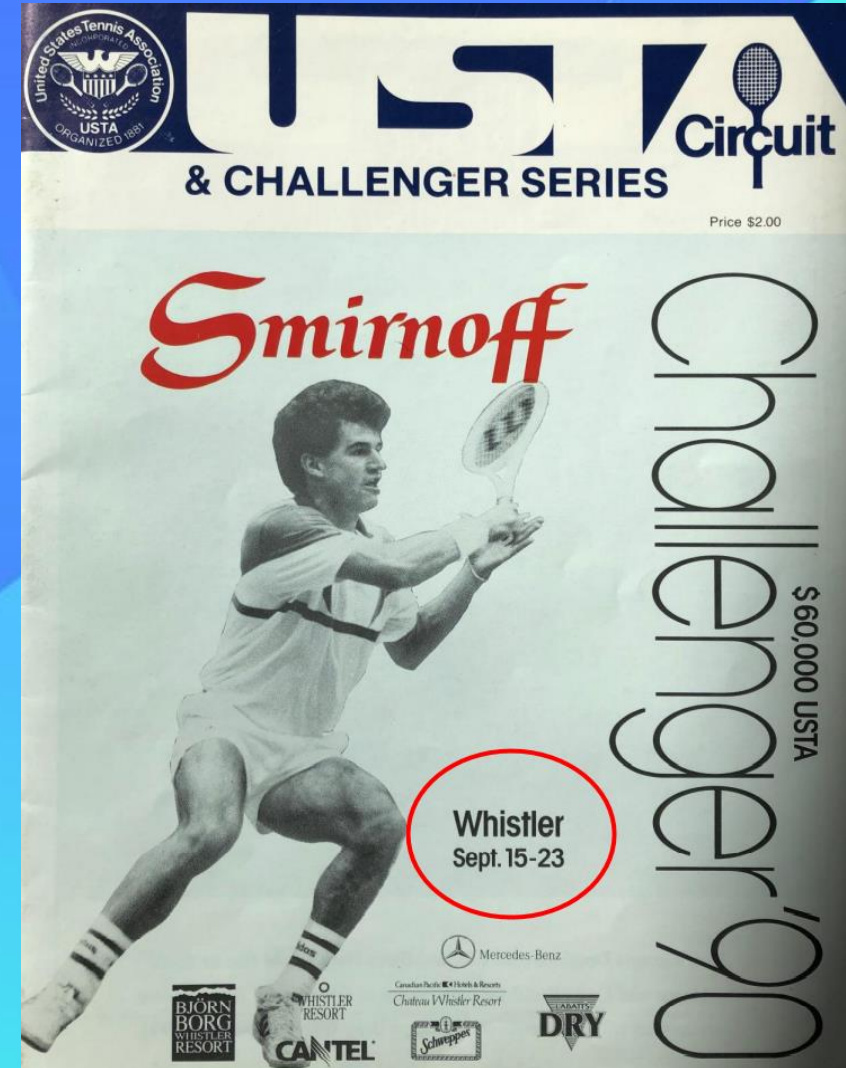
## Tennis has a long legacy and strong current presence in Whistler...

- Myrtle Phillips built the first court in Whistler over 100 years ago;
- The Whistler Valley Tennis Club was established at Nita Lake in 1979, followed by the existing WRC, which opened on the Northlands property in 1993.
- The WTA currently has nearly 900 members who joined to support our mission statement: "to keep a viable indoor/outdoor tennis facility in Whistler and grow year-round tennis for our community and guests."



## There is a long-standing debt to the community...

- Since 1988 there has been an outstanding debt to the community for a “world class” indoor/outdoor, multi-use, tennis facility in exchange for the extensive development rights for 1,200 bed units which equates to hundreds of town houses and/or condominiums.”



## The community is aware of the long, outstanding debt.

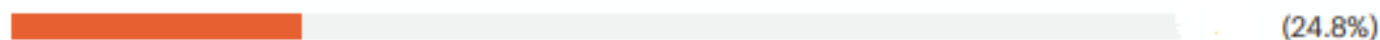
- Tennis Players in Whistler have a high level of awareness of the long-standing promise to the community for a “world class” facility\*

Are you aware that in 1988 Whistler's council granted development rights for 1,200 bed units in return for the developer to deliver a world class tennis centre and that the current facility was to only be temporary until the development was completed?”

Yes



No

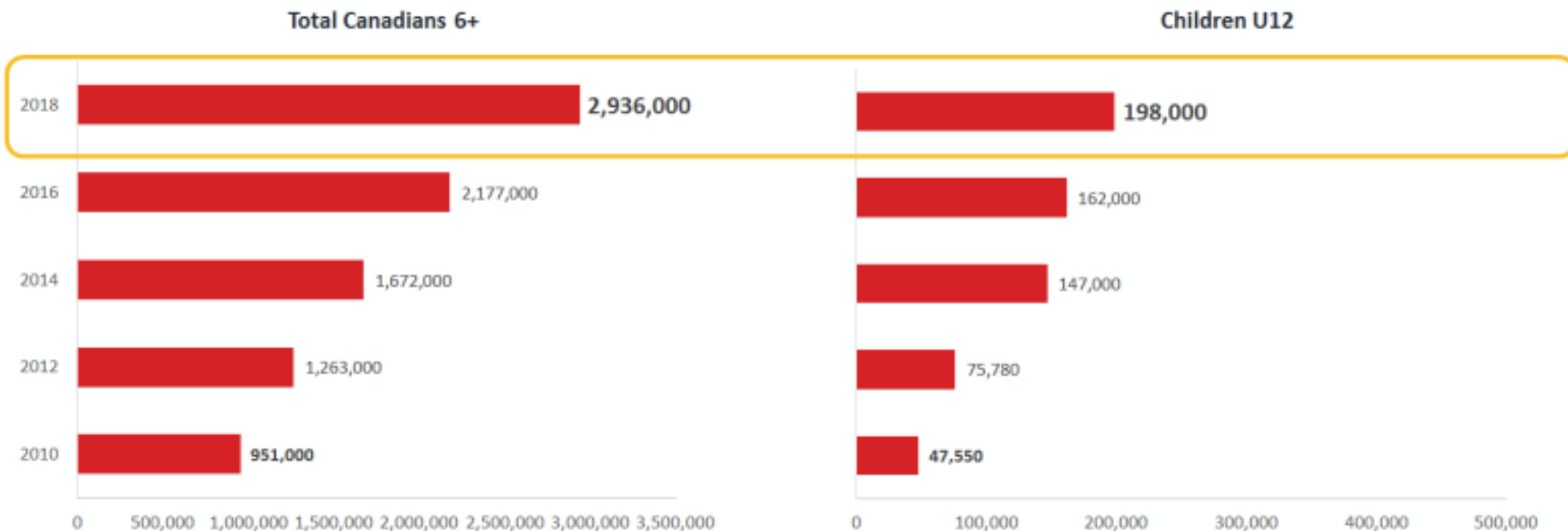


Source: The WTA's 2021 Online Survey Results: [https://drive.google.com/file/d/1qbAU8RymFt5OWnOk\\_GQS3w8HDFsXiUe7/view](https://drive.google.com/file/d/1qbAU8RymFt5OWnOk_GQS3w8HDFsXiUe7/view)

## Tennis is a growing sport in Canada...

- According to a 2018 Tennis Canada survey, 6.5 mln Canadians indicated that they had played tennis at least once in the past 12 months, up 32% from 2012. The same survey found that the number of “frequent players” totaled 2.9 mln in 2018, up 200% from 2010
- Over the same period of time participants in “youth” tennis has increased 400%.

- The number of Frequent Players in Canada has increased significantly since 2010
- Of particular note, the number of Frequent Players under the age of 12 has grown from **47,550** in 2010 to **198,000** in 2018



Source: Tennis Canada

## We are in the “Golden Age” of Tennis in Canada!

- The rise of young Canadian super-star players such as Dennis Shapovalov, Felix Auger-Aliassime, Vasic Pospisil, Milos Raonic, Leylah Fernandez, and Bianca Andreescu is a testament to the growth and success of Tennis Canada’s junior development program and the sport at large.



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**MailOnline** Tennis

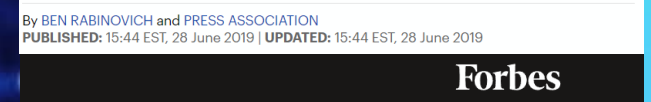
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### It's not the national sport, the winters are 'horrific' and ten years ago they had no stars. So just how DID Canada start producing tennis champions-in-waiting?

- Canada have become a potential tennis superpower in just over ten years
- A decade ago, country had no players in either men's or women's world top 30
- Rising stars include 18-year-old Felix Auger-Aliassime and Denis Shapovalov

By BEN RABINOVICH and PRESS ASSOCIATION  
PUBLISHED: 15:44 EST, 28 June 2019 | UPDATED: 15:44 EST, 28 June 2019



THE GLOBE AND MAIL

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## Rising stars boost interest in tennis in Canada but lack of winter courts holding back further growth

RACHEL BRADY >  
TORONTO  
PUBLISHED AUGUST 9, 2019

BNN Bloomberg

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### The Real Economy Growing tennis in Canada as int...

Michael Downey, CEO of Tennis Canada, joins BNN Bloomberg to discuss how...



PURSUITS Michael Downey Tennis Canada Bianca Andreescu

### Growing tennis in Canada as interest in the sport increases

THE LINK

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## The golden age of tennis has arrived in Canada

Leylah Annie Fernandez is the latest budding star to get her hands on some hardware

SPORTS Evan Milner — Published March 29, 2021 4 minutes

Jan 11, 2022, 03:00pm EST | 7,347 views

## Lululemon Signs Leylah Fernandez, Plans Tennis-Specific Apparel

Tim Newcomb Contributor @ SportsMoney  
I cover stadiums, sneakers and tennis

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SPORT Dak Prescott: Dallas Cowboys star apologizes for praising fans who threw trash at officials after playoff loss

### Canada and tennis, eh? Yes, really

## Tennis is also growing globally...

- Total Sportek ranked tennis the fourth most popular sport in the world with 87 mln active participants; tennis also ranks fourth among the most-watched sport in the world with annual viewership of over 1 billion people.
- Covid-19 provided an extra boost to the global growth of tennis. For example, both the US and UK reported that participation rates rose over 20% in 2020.

The World's "Most Popular" Sports\*

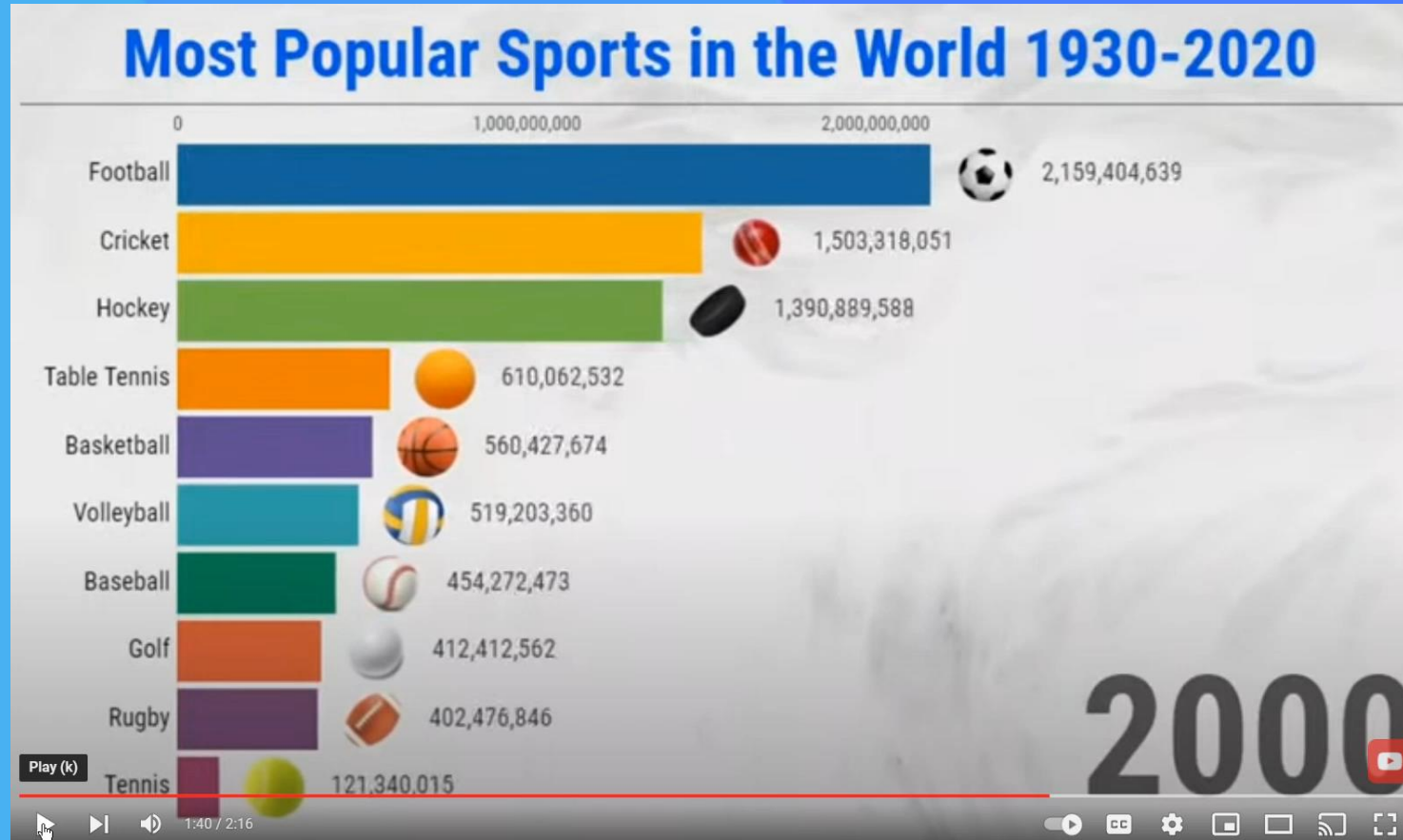
#1	Soccer/Football
#2	Basketball
#3	Cricket
#4	Tennis
#5	Athletics
#6	Rugby
#7	Formula 1
#8	Boxing
#9	Ice hockey
#10	Volleyball

\*Criteria used for the table

1. Global base & audience 2. TV Viewership numbers 3. Number Professional leagues around the world 4. TV rights deals 5. Endorsement & Sponsorship deals 6. Average athlete salary in top league 7. Biggest competition & (number of countries represented) 8. Social media presence 9. Prominence in sports headlines on media outlets (websites, tv) 10. Relevancy through the year 11. Regional dominance 12. Gender equality 13. Accessible to general public worldwide

Source: <https://www.topendsports.com/world/lists/popular-sport/totalsportek.htm>

## Tennis: Watch it Grow!

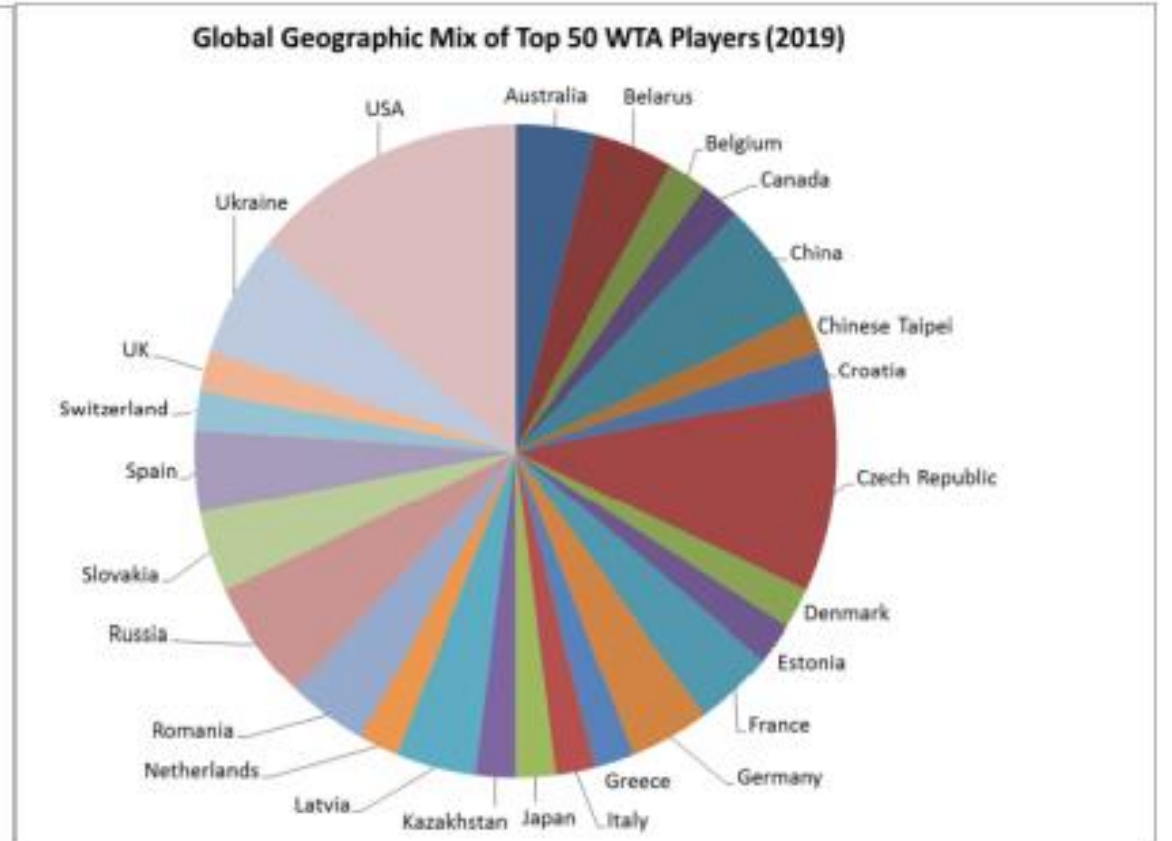
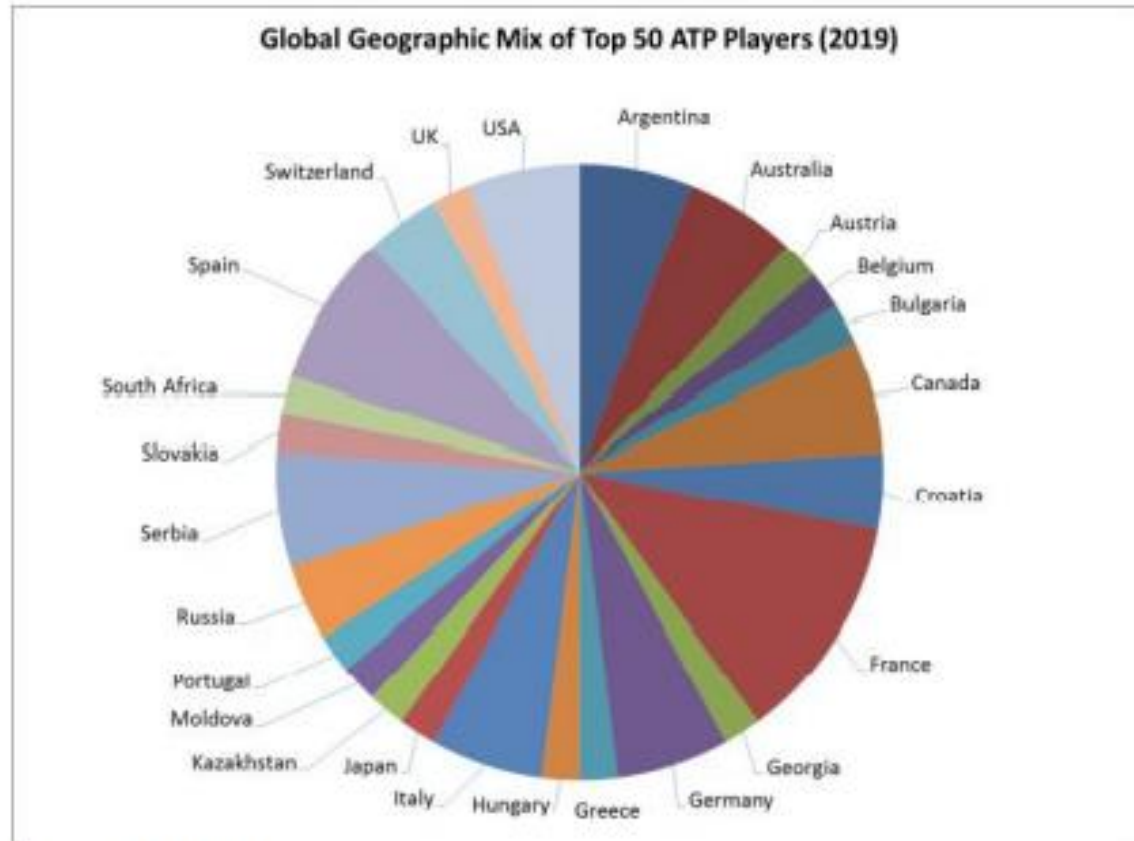


Source: <https://statisticsanddata.org/most-popular-sports-in-the-world/>



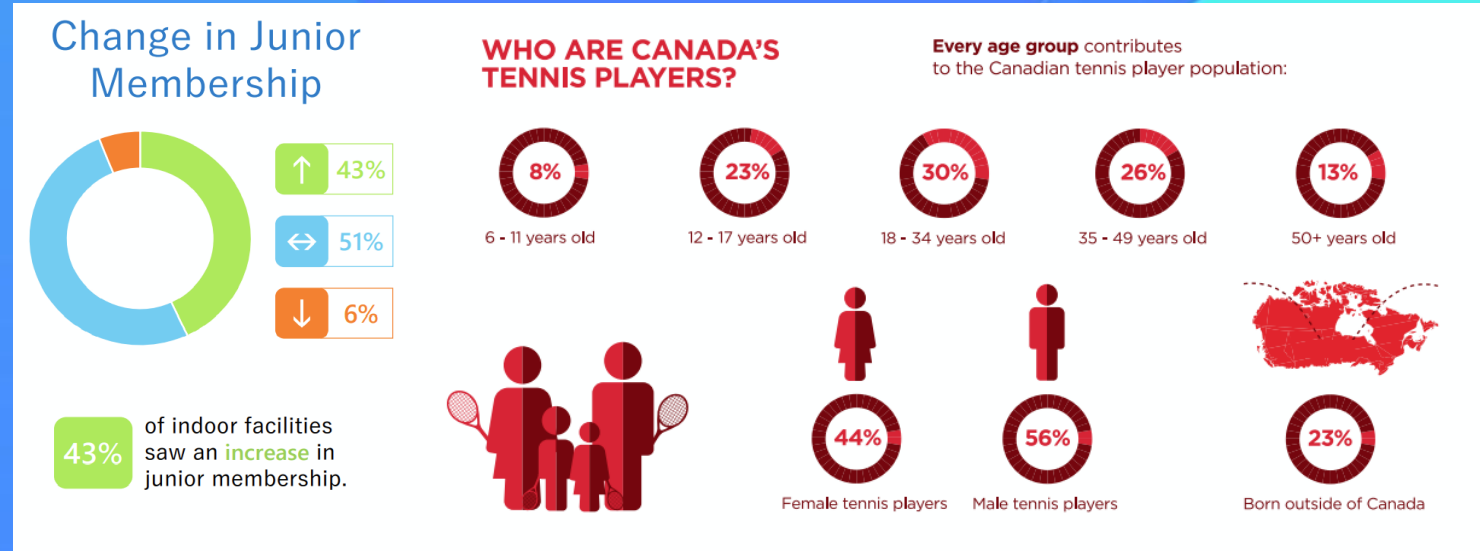
## Tennis is also growing globally...

- 25 different countries from all six continents were represented in the recent rankings of the top 50 tennis players on the ATP tour.



## Tennis is popular among a wide range of demographics, especially juniors and families

- Tennis is played by a wide range of demographics across all income brackets, age categories, and ethnic backgrounds. Both public and commercial tennis centres are thriving; in fact, there is a growing shortage of available court time across Canada.
- Junior tennis is particularly popular. It offers young boys and girls a great opportunity to engage in sport and fitness. The Whistler Racket Club boasts more than 2000 kids in its annual summer camps and after school programs.



## Tennis Aligns with the RMOW's Official Community Plan.

- A reinvestment in tennis recognizes the need for a *balanced and integrated resort and community capacity* that includes physical, social and environmental considerations. (Policy 4.1.2.1)
- Support for tennis increases sport tourism, events, and health and wellness opportunities that *diversify our tourism-based economy*. (Policy 6.5.1.1)
- Tennis supports shoulder-season tourism development opportunities, including *weather independent recreation options*. (Policy 6.5.1.3)
- Tennis programming *encourages interaction between residents and visitors*, so that residents can share their passion for the community. (Policy 8.1.1.3)
- Tennis provides an opportunity to support ongoing provision of facilities and *programs for youth*. (Policy 8.10.1.3)
- A reinvestment in tennis recognizes that recreation and leisure provide opportunities for social interaction and add social value to our community, thus building upon our *sense of belonging to this place*. (Policy 9.3.2.1)
- Tennis facilities provide *low-environmental-impact* and low intensity recreational activities. (Policy 9.3.4.1)
- Tennis facilities are public spaces that are *accessible and suitable to a range of ages, abilities and income levels*. (Policy 9.5.1.3)
- Tennis infrastructure provides a variety of *affordable recreation and leisure opportunities*. (Policy 9.5.3.2)



## There is a strong correlation between tennis and skiing, making a racket club highly complementary to the resort's appeal among visitors

- Although tennis is very affordable, widely accessible, and broadly popular among all demographics, the sport retains considerable appeal among those with high disposable incomes, which is similar to skiing.
- According to Wealth-X-Data, tennis is the fourth most popular sport in the U.S. among people with high net worth and high disposable incomes, right behind skiing and golf. These are the same people that can afford a destination vacation to Whistler.



## There is a strong correlation between tennis and skiing, making a racket club highly complementary to the resort's appeal among visitors

- Many of the world's most famous ski resorts feature year-round tennis clubs. For example, Austria's Kitzbuhel hosts an annual ATP 250 and Gstaad hosts the Swiss Open.
- Head and Volkl both manufacture tennis and skiing equipment.
- Novak Djokovic, currently the world's #1 ranked tennis player, comes from a family of professional skiers and has credited skiing with his success at tennis.
- Local hero Andrée Janyk introduced her children, Mike and Britt Janyk to tennis. Both became successful members of the Canadian national ski team. Andrée believed that tennis is a good cross training tool and instills good sportsmanship because each player acts as his/her own referee.



Ski Resort	Location	Tennis Club
Vail	Colorado	<a href="#">The Vail Racquet Club</a> <a href="#">The Vail Tennis Center</a>
Mont Tremblant	Quebec	<a href="#">Mont Tremblant International Tennis Academy</a>
Lake Tahoe	California	<a href="#">Lake Tahoe Tennis Academy</a>
Kitzbüheler	Austria	<a href="#">Kitzbüheler Tennis Club*</a>
Banff	Alberta	<a href="#">Banff Springs Tennis Club</a>
Stratton Mountain Resort	Vermont	<a href="#">Cliff Drysdale Tennis Center</a>
Jackson Hole	Wyoming	<a href="#">Jackson Hole Golf &amp; Tennis Club</a>
Zermatt	Switzerland	<a href="#">Tennishalle Zermatt</a>

Source: WTA

\*The Kitzbüheler Tennis Club hosts the annual Generali Open, a sanctioned ATP 250 event

## Tennis plays a vital role in the Whistler economy

- Whistler has proven to be very attractive as a destination for tennis tournaments.
- Historically, the WRC hosts over 25 Tennis BC sanctioned events each year, the most of any facility in the province, drawing ~2000 tournament players to the facility during all months of the year and in all weather conditions.
- The annual economic impact of these events on the local economy is estimated to be greater than \$3 mln. The positive economic benefits of the WRC also include the employment of tennis pros, front desk staff, and maintenance services.
- The WTA's recent online survey of non-residents revealed a "strong desire" to visit Whistler for the "primary" purpose of tennis.

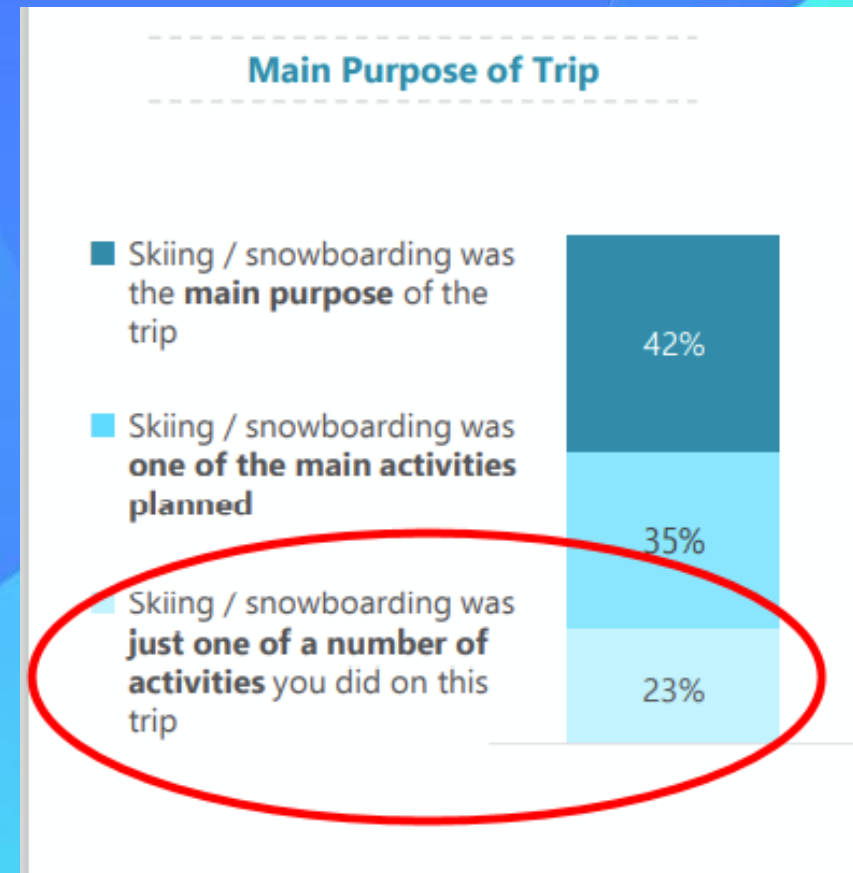


0 = Not at all likely; 10 = Very likely

Source: The WTA's 2021 Online Survey Results

## Tennis plays a vital role in the Whistler economy

- Tennis can also drive more visits to the resort as a secondary activity. A 2018 Destination B.C. report titled “Global Ski Strategy Consumer Research” found that many ski tourists are looking for other activities to do when visiting Whistler in the winter.





## Tennis helps to weather-proof Whistler

- An indoor/outdoor tennis facility is aligned with Whistler's long-standing goal to become a four-season resort.
- Global warming makes it even more imperative to have wet weather and extreme hot weather recreational opportunities for our residents and guests.
- Our survey of both residents and visitors indicated strong interest in tennis as an alternative activity when the weather is poor.



0 = Strongly disagree; 10 = Strongly agree

Source: The WTA's 2021 Online Survey Results

## Tennis is both financially and environmentally sustainable

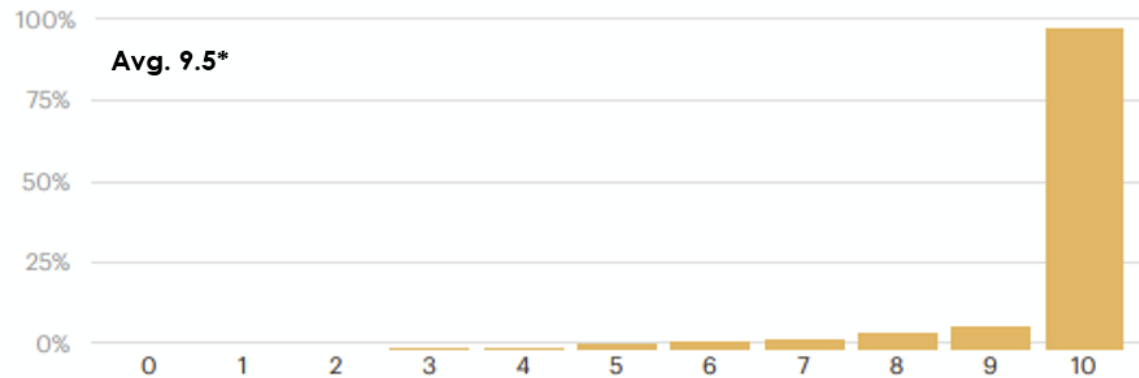
- There are many examples of financially successful tennis centres in British Columbia, both public and commercial facilities.
- In light of the sport's very favourable fundamentals that we have outlined it is clear that a racket sport centre in Whistler will be financially viable and a huge asset for the community and its residents.
- The sport of tennis is a non-motorized activity that has a very low carbon footprint. It's easy to ride your bike or walk carrying your tennis racket to the game.
- A new racket club would also have a small footprint on the environment relative to a golf course, ski hill, or bike park. It also requires little maintenance and expense to sustain compared to ice rinks and swimming pools.

## If we build it they will come!

- Our survey of both Whistler residents and visitors indicates very strong demand for a new tennis facility in the community.

On a scale of one to ten, please tell us how likely you would be to play tennis in Whistler if a new facility was finally delivered to the community?"

(residents)

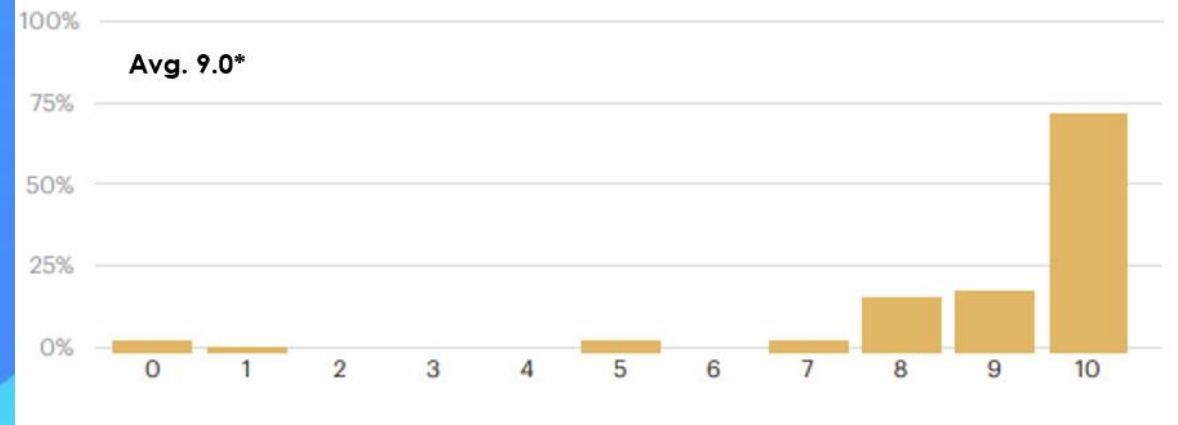


0 = Not at all likely; 10 = Very likely

Source: The WTA's 2021 Online Survey Results

If a new, modern year-round tennis facility were built in Whistler would you be more or less likely to play there?"

(non-residents)

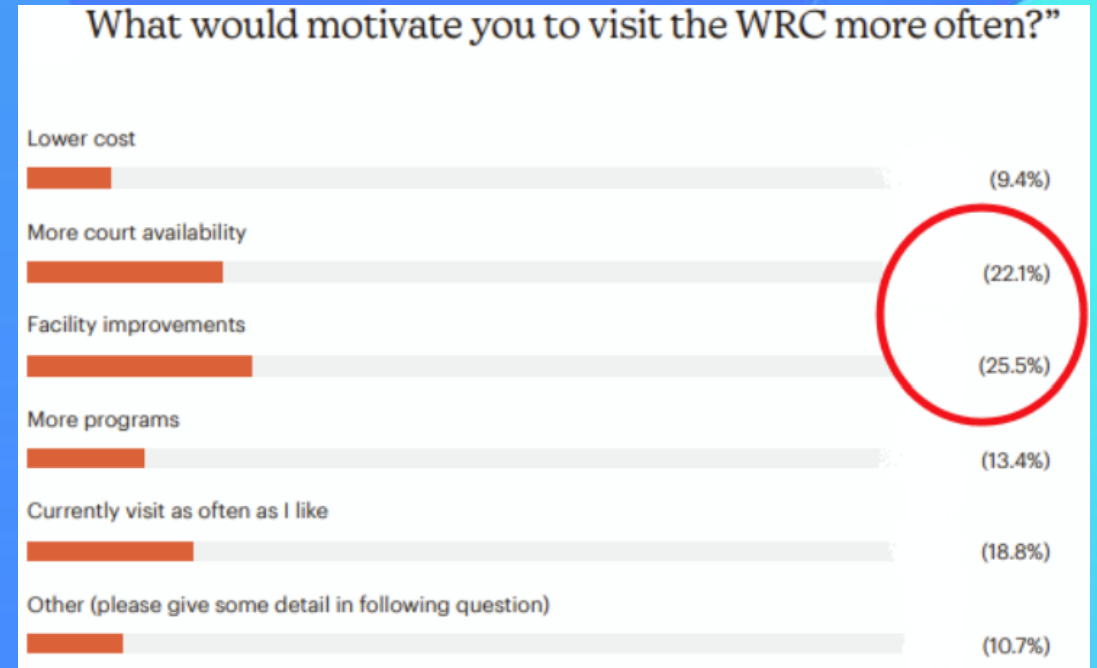


0 = Much less likely; 10 = Much more likely

Source: The WTA's 2021 Online Survey Results

## If we build it they will come!

- Facility improvements and an increase in court capacity were strongly cited as factors that would incent tennis players to use the WRC more often;
- Less than 20% of locals indicate that they currently play tennis as the WRC as often as they would like.

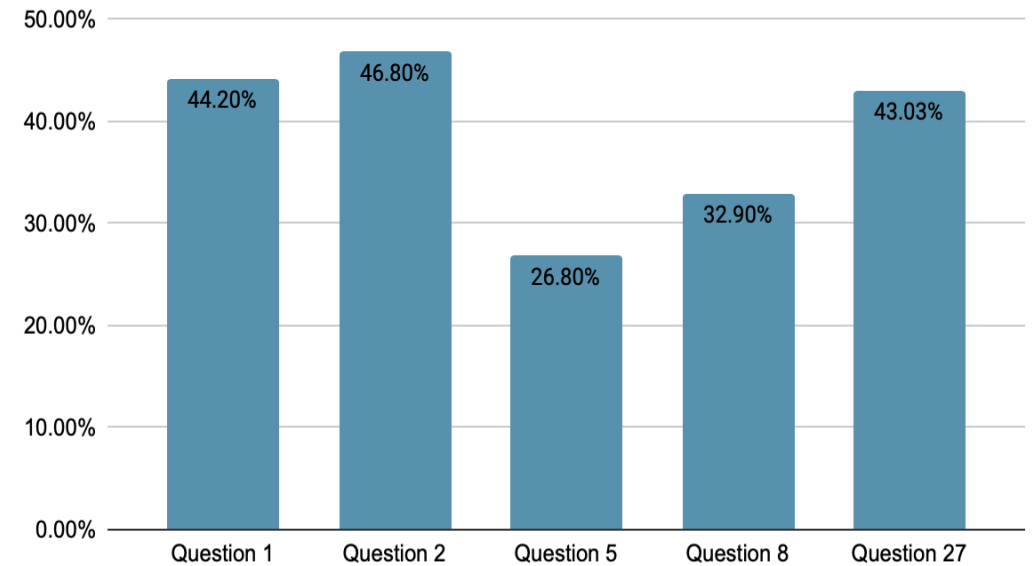


Source: The WTA's 2021 Online Survey Results:  
[https://drive.google.com/file/d/1qbAU8RymFt5OWnOk\\_GQS3w8HDFsXiUe7/view](https://drive.google.com/file/d/1qbAU8RymFt5OWnOk_GQS3w8HDFsXiUe7/view)

## If we build it they will come!

- Our analysis of the 2021 RMOW survey for the Northlands Rezoning also indicated strong support for a “sports & recreational” amenity.
  - **Question 1:** At this early stage in the process, what other information about the site do you need to help understand its context and location?
  - **Question 2:** In just 2-3 key words, what are your two highest priority ideas or innovations that should be achieved through this development?
  - **Question 5:** Related to balancing resort and community needs, what entirely new guiding principle statements would you add?
  - **Question 8:** Related to strengthening sense of place and social connections, what entirely new Guiding Principle statements would you add?
  - **Question 27:** Please provide feedback to help us improve the Northlands planning process moving forward.

Amount of times "Sports and Rec" were mentioned in survey responses



## The ASK!

Based on the research and analysis conducted by the WTA during 2021 we have concluded that a reasonable, sustainable, and fair “ask” for the tennis component of a new facility would be as follows:

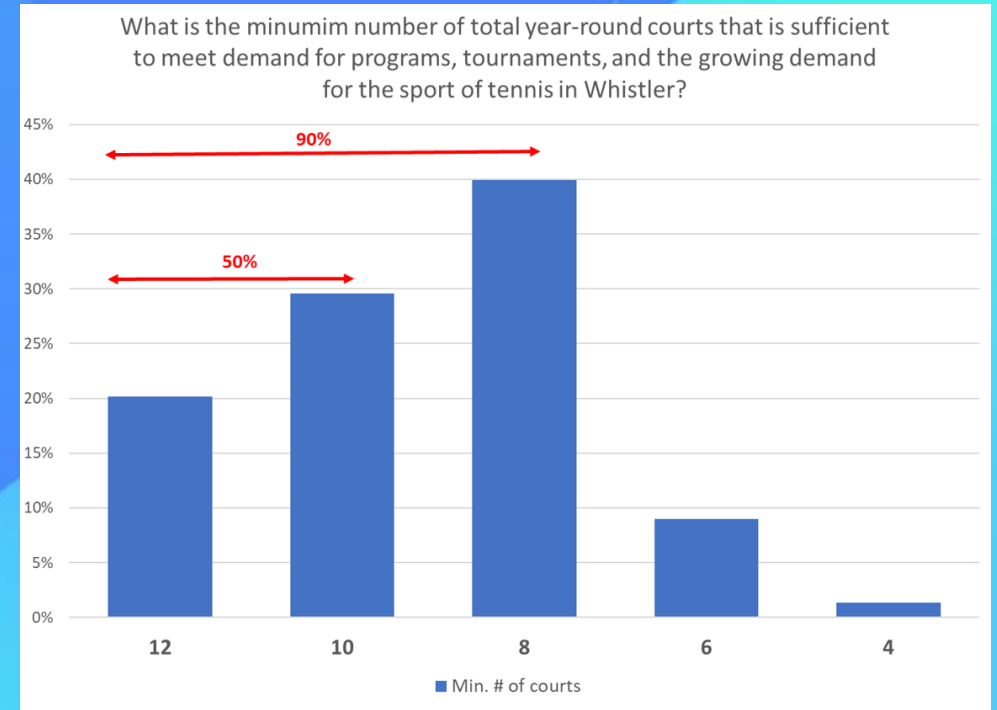
- Ten Courts: Six indoor; Four outdoor.
- One stadium court for events.
- Separate courts from pickleball.
- A dedicated tennis operator.

This provides sufficient scale to host both indoor and outdoor tournaments, and support more programming.

Our court configuration “ask” is consistent with our survey responses: 90% of respondents indicated at least 8 year-round courts are required to meet demand; 50% indicated at least ten year-round courts.

A ten court facility is smaller than the original (1988/89) agreement for a 16 court facility and smaller than the proposed 12 court facility in 2008; but it is no smaller than what the WRC had when it opened in 1994.

The WTA believes that a successful tennis centre requires dedicated tennis amenities and management in order to deliver quality programming and cultivate a tennis-specific culture, either in a stand-alone facility or as a part of a multi-use racquet sports facility.



Source: The WTA's 2021 Online Survey Results:  
[https://drive.google.com/file/d/1qbAU8RymFt5OWnOk\\_GQS3w8HDFsXiUe7/view](https://drive.google.com/file/d/1qbAU8RymFt5OWnOk_GQS3w8HDFsXiUe7/view)

## Tennis Canada Endorses “The ASK!”

The “ask” that the WTA has presented above has been officially endorsed by both Tennis Canada and Tennis BC.

Specifically, Tennis Canada’s Senior Director of Facilities Development has stated the following:

- Tennis Canada is proud to support the Whistler Tennis Association in its bid to secure a new year-round 10-court tennis facility to serve British Columbia’s Sea to Sky corridor.
- The proposed Whistler development will be an important complement to Tennis Canada’s new 24-court Pacific Tennis Centre in Burnaby, set to begin phasing-in construction in 2023.
- The development of more tennis courts for year-round play will make tennis accessible and affordable for the community, and the region, offering quality programs for a broad range of participant from children and youth to seniors and accommodating all levels of play, regardless of ability.
- In addition, the contemplated facility is of the calibre that could support community programs as well as provincial and national high-performance programs providing aspiring athletes an opportunity to train and compete right at home in Whistler.



Tuesday February 22, 2022

TO WHOM IT MAY CONCERN:

Tennis Canada is proud to support the Whistler Tennis Association in its bid to secure a new year-round 10-court tennis facility to serve British Columbia’s Sea to Sky corridor. A new Whistler facility will not only function as a local community tennis centre, but as a national and international destination for tennis events, training, and tourism.

The proposed Whistler development will be an important complement to Tennis Canada’s new 24-court Pacific Tennis Centre in Burnaby, set to begin phasing-in construction in 2023. B.C. is Canada’s fastest growing province for tennis participation, especially among youth, but the province is significantly underserved for year-round tennis facilities. Together, Tennis Canada and the Whistler Tennis Association are committed to bring a new Whistler facility to life, to improve the lives of Canadians through tennis, and to solidify Canada’s position as a world-leading tennis nation.

We support this project for indoor tennis as it will enhance the inventory of year-round access for tennis. The development of more tennis courts for year-round play will make tennis accessible and affordable for the community, and the region, offering quality programs for a broad range of participant from children and youth to seniors and accommodating all levels of play, regardless of ability. In addition, the contemplated facility is of the calibre that could support community programs as well as provincial and national high-performance programs providing aspiring athletes an opportunity to train and compete right at home in Whistler.

Tennis Canada is pleased to support this project and is confident it will assist in growing the sport of tennis and support Whistler’s efforts to encourage active, healthy, lifestyles.

Sincerely,

*Anita Comella*

Anita Comella  
Senior Director, Facilities Development

## Tennis BC Endorses also “The ASK!”

In his official endorsement letter, Tennis BC’s CEO, Mark Roberts, has stated the following:

- Tennis BC enthusiastically supports the development of new Indoor/Outdoor tennis courts that are publicly accessible at Whistler.
- The demand is there – the few public indoor centres that exist operate at full capacity, which is a testament to the popularity of the sport.
- We fully support the WTAs call for a new 10-court tennis facility in Whistler and stand committed in partnership to make the new center a centerpiece of tennis in the province, with programming that connects local and regional communities with tennis through provincial tournaments, youth events, league play, and training for all ages and levels.
- In the past many events were held at Whistler Tennis facilities and with this new centre we can once again make Whistler a destination for tennis



January 18, 2022

**TO WHOM IT MAY CONCERN:**

Tennis BC enthusiastically supports the development of new Indoor/Outdoor tennis courts that are publicly accessible at Whistler.

Tennis BC and the Whistler Tennis Association share a common goal: to inspire and enable British Columbians to play tennis. Building year-round tennis facilities in the province is the single most significant component in the pursuit of this goal. And the demand is there – the few public indoor centres that exist operate at full capacity, which is a testament to the popularity of the sport. We fully support the WTAs call for a new 10-court tennis facility in Whistler and stand committed in partnership to make the new center a centerpiece of tennis in the province, with programming that connects local and regional communities with tennis through provincial tournaments, youth events, league play, and training for all ages and levels.

Tennis BC hosts numerous tournaments around the province that attract visitors from around the world, Canada, and the province. In the past many events were held at Whistler Tennis facilities and with this new centre we can once again make Whistler a destination for tennis.

We are pleased to support the Whistler Tennis Association in its efforts to build tennis in the community. Please feel free to contact us if you require further information.

Yours sincerely,

Mark Roberts



Mark Roberts  
CEO, Tennis BC



## The ASK!

- The separation of pickleball and tennis courts is consistent with the recommendation of a joint committee that was created between Pickleball BC and Tennis BC in 2021.



### PICKLEBALL AND TENNIS

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#### A SOLUTION THAT MEETS THE NEEDS OF BOTH SPORTS

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November 14, 2021



Tennis and Pickleball are different sports that have very different needs. A common response to the problem of inadequate pickleball facilities is to add pickleball lines to tennis courts. However, this attempted solution hasn't worked out well for either sport and has often led to on-going frustration and conflict. Tennis BC and Pickleball BC have worked collaboratively over the past year to analyze the issues, research best practices, and produce a recommendation for municipalities across the province.

***Our joint recommendation is to build dedicated pickleball courts.***

## The ASK!

- The WTA supports the vision for a new multi-use recreational facility in Whistler with ten dedicated courts for tennis.
- While we believe that a multi-use facility offers the community a number of valuable synergies, the WTA feels it is important to distinguish some of the statistical differences between tennis and pickleball—most notably, the much bigger size and scale of tennis.
- Pickleball has been very successful in presenting their sport as one of the fastest growing sports in North America, which it is. Tennis is also growing very fast—off a very large base.
- It is a common misconception to think of tennis and pickleball as similar and complementary sports. But they are very different and often conflict with each other—not just in Whistler but in many communities around North America.
- Despite this inherent conflict and the many challenges that come with it, the WTA is working hard to collaborate with the pickleballers in Whistler to realize a mutually beneficial outcome with the Northlands rezoning process.

	Tennis	Pickleball
First Played	1870s	1960s
2020 Growth*	22%	20%
Participation (US)*	22 mln	4 mln
Core Participation (10+ times per year)*	9.8 mln	1.4 mln
Youth Core Participation*	2.8 mln (28%)	0.186 mln (13%)
Demographic profile*	<b>11%</b> players > 55 years old	<b>46%</b> players > 55 years old
National Level Junior Program	Yes	No
Olympic Sport	Yes (1896)	No
Global Television Following	Yes (ranked #4 worldwide with 1 bln followers)	None/immaterial
"Recognizable" Professional league	Yes	No
Global Reach	>200 member countries in ITF	84 member countries in IPF, but mainly a US game; in Europe Padel is growing just as fast
Tournament popularity**	>240 Tennis Canada sanctioned events across Canada scheduled in August 2021	Four Pickleball Canada sanctioned events across Canada scheduled in August 2021

\* US data best available for comparison (2021 data now available for PB but not yet for Tennis)

\*\* Sanctioned events as a proxy

Sources:

<https://usapickleball.org/about-us/organizational-docs/pickleball-fact-sheet/>

<http://www.tennisindustrymag.com/issues/201905/industry-research.pdf>

<http://www.tennisindustrymag.com/issues/201908/TIA-report.pdf>

<https://www.usta.com/en/home/stay-current/national/u-s--tennis-participation-surges-in-2020--pac-report-finds.html>

## The ASK!

- Reflecting the WTA's efforts to work collaboratively with other sports in our community, we have proposed a "Common Ground" document to members of Whistler's pickleball club. This document explicitly recognizes the following four *resolute principles* of the WTA's official "ask":
  - Support for a multi-use recreational facility that includes a minimum of 10 tennis courts (six indoor and four outdoor) that are run by a dedicated tennis operator.
  - While Whistler's needs have changed in the last 30 years, the local tennis community should not finish the rezoning process being any worse-off than they were when the WRC first opened its doors with ten courts in 1994.
  - In the new facility tennis and pickleball should have separate courts, both for indoor and outdoor play.
  - We support an offsite solution for the recreational amenity.
- Pickleball's official endorsement of these principles remains a "work in progress" as they continue to work towards a more formal structure in their organization.
- The WTA has also asked the pickleball community to formulate and articulate their version of a reasonable, fair, and sustainable "ask" that we can endorse. This also remains a "work in progress."