



June 27, 2020

Via email

Mayor and Members of Council  
City of Toronto  
100 Queen Street West  
2nd Floor, West Tower, City Hall  
Toronto, ON M5H 2N2

ATTENTION: Marylyn Toft - councilmeeting@toronto.ca

**Re: Tennis Canada – 5 Shoreham Drive**

Councillor Perruzza advised us on June 19, 2020 that he would be bringing a motion to Council indicating that the City of Toronto should request that Tennis Canada provide access over the Aviva Centre lands at no cost to the City or TRCA in order to serve the TRCA head office both during construction and once the new TRCA building is operating. We have not seen the motion.

As you know, TRCA is commencing construction on its new head office on Shoreham Drive. The Aviva Centre is TRCA's neighbor. As part of site plan approval, the City's Transportation and Planning departments have required that TRCA's existing site driveway be closed and that TRCA consolidate a single access onto Shoreham Drive through Tennis Canada's existing private driveway. We have attached a sketch showing TRCA's and the City's proposed arrangement.

While Tennis Canada has always been prepared to cooperate with TRCA in this unusual request, TRCA has insisted on access terms which have posed:

- Safety concerns for children;
- Operational issues; and
- Severe constraints on the ability to successfully and safely deliver the Association of Tennis Players/Women's Tennis Association (ATP/WTB) major tour event known as the Rogers Cup.

In addition to these demands, TRCA has advised that it will not continue its annual parking arrangement during the Rogers Cup, where spaces are reserved for Rogers Cup ticket holders in the Black Creek Pioneer Village Parking lot. Tennis Canada pays market rates to TRCA for this right to reserve the spaces. We are at a loss as to why this kind of pressure is being brought to bear when we have consistently demonstrated a willingness to discuss and resolve these issues.

We have not seen Councillor Perruzza's motion, but based on his call to us, it appears that TRCA now wants to seek access rights, which not only give rise to the issues noted above, but which may pass the cost and safety burden onto Tennis Canada – a non-profit, national sport association which has severe financial issues of its own due to the cancellation of the Rogers Cup this August. The organization is trying to address a \$17 M loss.

### **1. Safety is a Key Priority**

Locally, Tennis Canada helped form a successful Jane Finch Tennis Community which accesses the Aviva Centre for team tennis (500 players) and after school classroom training throughout the year. This past summer a Jane Finch summer tennis camp for 40 local area kids was staged at the Aviva Centre paid for by Tennis Canada. Almost every day, children and young adults come to the Aviva Centre for training and play. Tennis Canada and the Ontario Tennis Association (OTA), which is also based at the Aviva Centre also stage many amateur competitions on the various courts at the Aviva Centre. These competitions are expected to resume in late July. Providing a safe environment for participants as they arrive and depart the site requires limitations on construction vehicle access. For example, we have asked that a flag man be present whenever a construction vehicle uses the private driveway.

### **2. Operational Considerations**

We have agreed on some operational considerations such as a prohibition on the use of a parking arm on the TRCA site in order to prevent queuing on the driveway. Much thought has gone into these things by both TRCA and Tennis Canada. However, TRCA is seeking access onto the Aviva Centre lands over lands which are in excess of driveway needs and which interfere with existing parking and driveway operations.

### **3. The Rogers Cup – Part of the Toronto Community**

The Rogers Cup is long standing pro tennis tournament that attracts 180,000 visitors annually to the Aviva Centre every August. Sixty million people worldwide from 170 countries watch the Rogers Cup on TV, with millions more on line. In order to host this Tournament in Toronto at the Aviva Centre, Tennis Canada is required by ATP/WTB to impose very tight access restrictions on its entire site, especially the driveway. Without the ability to do this, the Aviva Centre cannot securely deliver the tournament and could breach Tour rules. TRCA has insisted that access restrictions can only be imposed for 10 days each year. The bare minimum required is 13 days to accommodate future Tournament expansion. Today, Tennis Canada can impose access restrictions whenever required without limitation.

In 2019 the Rogers Cup delivered \$44 M of net value from its broadcast exposure around the world from 'TORONTO' on court branding based on a 3rd party assessment by SMG. The \$44 M was based on over 1500 cumulative hours of broadcast to 170 countries. The \$44M measured value includes \$24M in Europe, \$8 M in Asia/Pacific and \$4 M in the USA. Tennis Canada provides this free of charge to Toronto. And has done so for many years given the unique reach of the Tournament.



Ninety percent of Tennis Canada's revenue comes from this tournament and the sister tournament in Montreal. The Rogers Cup is critical to Tennis Canada as it

singlehandedly funds the investment in tennis development of young athletes and community based programming for underserved kids, wheelchair athletes, and for players of all ages and abilities.

The constraints that TRCA proposes to impose on the tournament are significant and it is not clear why they are even necessary. Furthermore, with the cancellation of the Rogers Cup this year due to COVID 19, Tennis Canada will lose a staggering \$17 Million and has been forced to lay off 40% of its staff and will have to significantly reduce tennis development investment for the next 3 years. Future Rogers Cups take on increased importance given the severe financial challenges facing the organization.

### **Access Challenges**

Since the Aviva Centre was first built, this access driveway has been tightly controlled by Tennis Canada during the Rogers Cup. In fact, access to the entire site is subject to security requirements which are dictated by ATP/WTa Tours. As a result of recent terrorist attacks around the world, these security requirements have become increasingly stringent.

The shared access cannot compromise the security requirements during the Rogers Cup. The driveway is the only entry point for the Rogers Cup epicentre - F&B preparation, global broadcast centre, site crew centre, player transportation centre and private entry for over 200 players and coaches. Tennis Canada has been as flexible as possible by allowing emergency access and some limited by appointment deliveries during the tournament. TRCA has advised that this is not acceptable to them.

The Rogers Cup is currently 10 days long. The ATP/WTa Tours have been working with tournaments of the same tier as the Rogers Cup to expand the duration of the tournament to accommodate a larger draw (more competitive players and matches) so the main draw would be lengthened by up to 3 days. This upgrade would make the Rogers Cup even more successful with increased broadcast hours benefitting the city through on court 'Toronto' signage. While today, Tennis Canada has exclusive use of the Aviva Centre driveway and can close it or impose access restrictions for up to 365 days of the year, TRCA has insisted that it will accept tournament access restrictions for only 10 days each year. Thirteen days is the bare minimum that Tennis Canada needs in order to accommodate expansion which is beneficial to all stakeholders, including the City from an economic development perspective.

**Conclusion**

Tennis Canada is prepared to continue working with TRCA to address the critical issues related to TRCA's request that Tennis Canada provide the TRCA with access over the Aviva Centre lands to serve TRCA's new building. Tennis Canada has already tabled further potential solutions to secure an agreement and avoid an unnecessary motion.

Yours truly,

**ORIGINAL SIGNED BY**

"Michael Downey"

**Michael Downey****President & CEO****Président et chef de la direction**

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CLOSED ROAD  
ALLOWANCE  
LEASED TO  
TENNIS CANADA

ROAD ALLOWANCE  
TO BE CLOSED +  
CONVEYED TO  
TRCA.

EXISTING-VEHICLE  
ACCESS TO BE  
CLOSED.

	O3 AREA ONLY SUBJECT TO FORMER BY-LAW 7625
	ON AREA APPLICABLE TO NEW BY-LAW 569/2013

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