

From: [John Cameron](#)
To: [Budget Committee](#)
Subject: EPA presentation for the Tax Supported Budget Meeting - 2022
Date: January 19, 2022 4:45:00 PM
Attachments: [EPA -City Staff Budget Presentation.pdf](#)

I am the President of the Etobicoke Pickleball Association. We have formally existed since May of last year. I have attached a presentation that outlines a bit of background on our group, a review of the current state of pickleball in Etobicoke, what we've accomplished over the past few months and our request for the upcoming budget meeting (note: on the first slide you can see Councilor Holyday playing pickleball with us at one of our tournaments!).

I represent a very engaged and dedicated group of Pickleball athletes in Etobicoke. We have grown to well over 320 members over a very short period of time. Pickleball's popularity (it is Canada's fastest growing sport) traces to several factors: it is relatively easy to learn, it is accessible to all ages and abilities, and it is highly social. It is not unusual for 10-20 players to come together and play every morning. Participants rotate opponents and partners, so you are meeting a lot of people and getting a variety of games in for the day. Pickleball is also somewhat less taxing on your body which is why it is very appealing to seniors however we get all ages participating.

When we formed the Association, one of our primary goals was to improve the playing conditions in Etobicoke. A pickleball court is the same size as a badminton court and can be played on a tennis court if it has the appropriate lines. Unfortunately, there were very few courts in Etobicoke marked for pickleball. Players were buying sidewalk chalk from Dollar Stores to draw in pickleball lines on tennis courts.

We have since spoken with several members of city staff within Toronto Parks and Recreation department as well as councillors' offices including Councilor Holyday, as well as Councilors Grimes and Ford's offices. I also had the opportunity to help Rita Vine work with Councilor Layton's office to get lines painted at Ramsden Park this year. Everyone has been very receptive and encouraging of our efforts to advance our game within Etobicoke.

With Covid 2022 upon us, this sport is friendly, active, and most importantly very safe playing outside.

You will see in our budget request that we would like to:

- 1> Expand the number of Etobicoke tennis courts that have pickleball lines
- 2> Create dedicated pickleball court locations to support our active, growing pickleball membership as well as allow us to showcase Etobicoke by running quality tournaments and leagues

If you have ANY questions, I would be happy to meet with you in advance of the Budget presentation or afterwards.

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Etobicoke Pickleball Association

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City Staff Budget Presentation



Pickleball: a combination of tennis, badminton and ping pong. Canada's fastest growing sport!

- Easy to learn
- Highly social
- All season play, indoor and outdoor
- All ages and abilities
- Low cost of entry
- FUN!



Launch of Etobicoke Pickleball Association has been very successful!

Formally established *May 1, 2021* to support players and improve playing conditions

EPA Goals	Activity	Results
Represent and be a resource for Etobicoke pickleball players	- Launched EPA website, Facebook page, newsletter program - Introduced Playtime Scheduler – online court scheduling tool - Conducted a membership survey to gauge needs and support discussions with city personnel - Visited every tennis court in Etobicoke to screen for under-utilized locations - Participated/presented in numerous Webex meetings with City staff and councillors - Held 2 outdoor tournaments / ran 2 Ladder Leagues culminating with championship tournament / ran OSGA 55+ District 17 tournament - Facilitated goodwill tournament with Hamilton Club - Ran 17 “learn to play” sessions - Created ongoing beginner day sessions hosted by EPA volunteers - Featured in 2 editions of Snap’d magazine - Distributed 200+ EPA “business cards” to interested spectators - Set up indoor locations for membership play at Ourland and Olympium	- EPA Membership: 323 players - Subscribers to mailing list: 433 - Website visits (ave/month): 650 sessions - Facebook subscribers: 146 “Learn to Play” new players added: 90 - Number of newsletters published: 14 - Tournament participation: 12 events – average 12 to 24 players per event - Partnered with 9 local businesses for sponsorship support - Playtime Scheduler: online tool is utilized every day of the week to schedule multiple outdoor PB games across Etobicoke.
Advocate for membership with City officials		
Provide/host fun opportunities to play through special events such as tournaments/leagues		
Build awareness and participation of pickleball in Etobicoke		

Current Situation

- Pickleball is Canada's fastest growing sport. Games are being played 7 days a week at tennis courts everywhere. The Etobicoke pickleball community has grown exponentially with over 320 members currently registered with the EPA.
- When playing, group size ranges from 8 to 24+ players – we require *multi-court* locations to support this demand. Players continue to draw pickleball lines with sidewalk chalk where necessary.
- Many surrounding communities are investing heavily in supporting pickleball with purpose-built facilities (see Exhibit 1). Toronto has none, yet.
- We have identified opportunities to leverage under-utilized tennis courts to meet the demand for pickleball exclusive courts and have proposed these to the City.
- In Etobicoke/Toronto – all pickleball courts are adapted tennis courts – no exclusive pickleball courts exist. A purpose-built facility is our ultimate goal.



Toronto Parks and Recreation Facilities Master Plan has laid out the foundation for building a robust pickleball community in Toronto
– EPA goals and objectives align with stated strategies

Toronto Parks & Recreation Outdoor Court Blueprint	EPA Recommendation/Request
Accommodate pickleball in response to demonstrated community demand	• Continue to paint pickleball lines on tennis courts. EPA recommended courts are based on current usage and community acceptance. Exhibit 2
Identify and evaluate under-utilized public courts in well-served areas for conversion to pickleball	• Create a dedicated pickleball court – Valleyfield Park – paint lines for 6 pickleball courts (we provide nets, storage bunker, squeegees) – minimal investment – Exhibit 3 • Identify two other locations for dedicated courts in under-utilized tennis court locations in Toronto/Etobicoke
Implementation plan identifies opportunities for repurposing courts and creating purpose-built facilities	• Create purpose built pickleball facility – Exhibit 3 • Include pickleball in all tennis court revitalization discussions to identify synergies and opportunities for complementary venues • EPA is willing to support all initiatives as subject matter experts • Request timing for Etobicoke support be advanced at next review of Master Plan

Exhibits



DEDICATED PICKLEBALL COURTS IN THE GTA													
Exhibit 1													
										CURRENT Total		FUTURE Total	
	2017	2018	2019	2020	2021	2022	2023	2024	2025	Locations	Courts	Locations	Courts
HAMILTON													
Hill Park	6 courts				6 courts					2	24		
Confederation Park					12 courts								
BURLINGTON													
Tansley Woods				3 courts						1	3		
OAKVILLE													
Fowley Park			4 courts							5	12		
William Rose Park			3 courts										
George Savage Park			2 courts										
West Oak Park			1 court										
Saw Whet					2 courts								
MISSISSAUGA													
West Credit H.S.					4 courts					1	4	1	6
Location TBD							6 courts						
MARKHAM													
Cornell Park						8 courts						1	8
AURORA													
Mavrinac Park			2 courts							1	2		
BRADFORD													
Danube SC				6 courts						1	6		
RICHMOND HILL													
King's College Park				2 courts						1	2		
NEWMARKET													
Quaker Park				6 courts						1	6		
OSHAWA/WHITBY													
Radio Park				4 courts						2	4		
Cullen Central Park				4 courts									

Exhibit 3

Recommended Courts for Line Painting	
<u>PAINT LINES (Priority courts*)</u>	<u># of courts</u>
Etobicoke Centre:	
Humber Valley (incremental lines)*	2
Cloverdale (incremental lines)*	2
Glen Park (incremental lines)*	1
Princess Anne	2
East Mall Park	3
Valleyfield*	5
5 additional courts (location TBD)	5
5 additional courts (location TBD)	5
Etobicoke Lakeshore:	
Tom Riley*	3
Lora Hill	2
Queensway (incremental lines)*	1
Sunnylea (incremental lines)	1
Sir Adam Beck (incremental line)*	1
Prince of Wales (incremental line)*	1
Jeff Healey (incremental line)*	1
5 additional courts (location TBD)	5
5 additional courts (location TBD)	5
Total Courts Painted	45
*indicates only a portion of courts available have been painted to accommodate pickleball	

Projected Cost:
\$500 per court

Etobicoke Pickleball Association: Budget Estimate Dedicated Pickleball Courts						
	Court and Estimated Cost Assumptions					
Project:	# of courts	Line Painting	Nets and Posts	Asphalt \$/sq ft	Court Surfacing \$/sq ft	Total
Cost per unit		\$500	\$2,500	\$20	\$3	
Under-utilized tennis court						
Valleyfield Park (painted lines only)	6	\$3,000				\$3,000
- awaiting results of neighbourhood survey						
- pickleball only location						
Re-purposed tennis courts						
Etobicoke South (re-purposed tennis court)	3	\$1,500	\$7,500		\$16,200	\$25,200
- pickleball nets/posts						
- lines painted (remove tennis lines)						
Etobicoke Centre (re-purposed tennis court)	3	\$1,500	\$7,500		\$16,200	\$25,200
- pickleball nets/posts						
- lines painted (remove tennis lines)						
Purpose Built Facility	8	\$4,000	\$20,000	\$288,000	\$43,200	\$355,200
- resurface - ashphalt						
- surface prep						
- nets/posts/lines painted						