



while addressing the need  
for  
Increased Pickleball  
Capacity

June 7, 2024

## The rise of pickleball — ‘I think it’s going to be Canada’s secondary national sport’

Pickleball continues its rapid growth in Canada with more players, more associations and a new pro league

## TORONTO STAR

### Professional pickleball is coming to Canada. It has some players reconsidering their day job

For the first time a professional pickleball tour is coming to Canada, with sizable prize money on the line — a reflection of the growth of the game.

June 4, 2024 By [Gilbert Ngabo](#) Sports Reporter

Global NEWS

## ‘A sport on fire’: How the exponential growth of pickleball has served

By Krysia Collyer and

Published Februar



## PICKLEBALL IN CANADA – JANUARY 2023 SURVEY

May 1, 2023

*Canadian pickleball courts see more women, more younger adults, and more competition*



# Local & National Interest in Pickleball is Growing

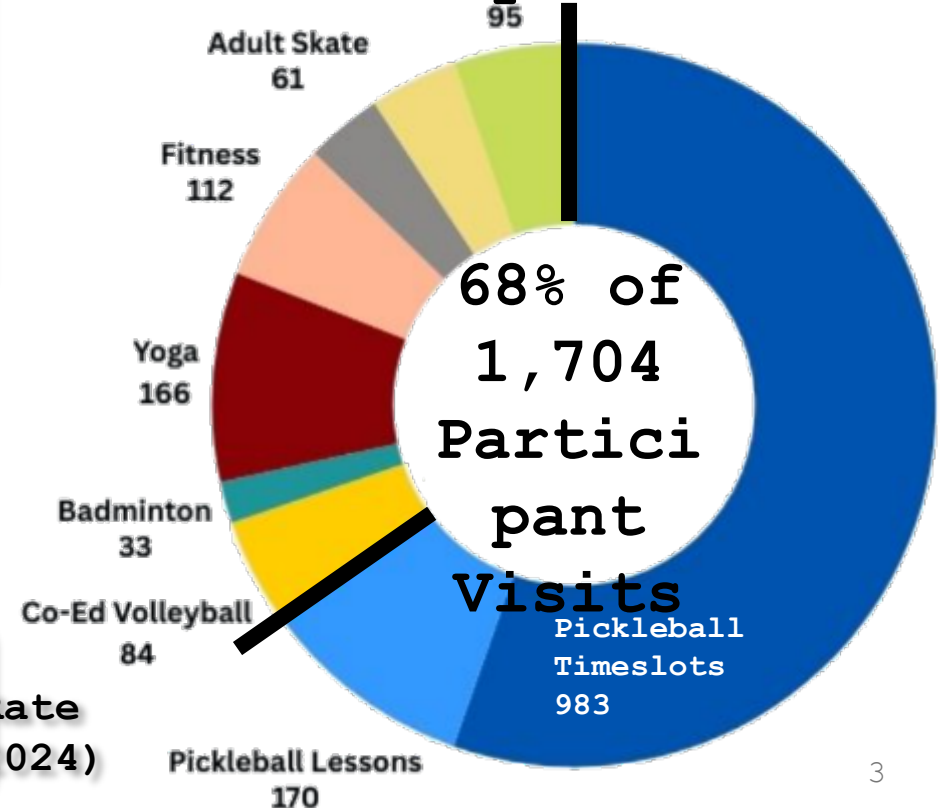


Queuing at the Old Arena Courts ... even before the arrival of seasonal residents



Wasaga Beach Pickleball Club  
 30+% Compound Annual Growth Rate  
 Members 127 (2020) to ~375 (2024)

## Wasaga Beach Adult Recreation May 2024





# Planning for Demand

Wasaga Beach Households (2021)	10,810
Canadian households that report at least one household member plays pickleball at least once per month.	11%
Estimated Pickleball Playing Households	1,189
Households with more than one pickleball players	X%
Estimated Wasaga Beach Pickleball Players	1,189+

	Wasaga Beach		
	2021*	2051^	
Population	24,860	38,100	
Dedicated Outdoor Courts	4	tbd	tbd
Courts/10,000 Population	1.61	tbd	tbd
Seasonal Residents %	64%	42%	64%
Seasonal Residents	16,000	16,000	24,384
Seasonal Population (excluding short term visitors)	40,866	54,100	62,484
Courts/10,000 Seasonal Population	0.98	tbd	tbd

Tecumseh	Midland / Penetanguishene	Thornbury
23,300	27,894	3,500
10	12	4
4.29	4.30	11.43
tbd	tbd	tbd
tbd	tbd	tbd
tbd	tbd	tbd
tbd	tbd	tbd

# Wasaga Beach Pickleball Club Is Asking the Town



2) Access

1)

Permission to repurpose the adjacent sports pad for pickleball courts

to Building 8 for Storage

3) Access to Washroom Building

4) Plan for potential displacement due to the sale of land

5) Tap into the new \$200M Community Sport and Recreation Infrastructure Fund

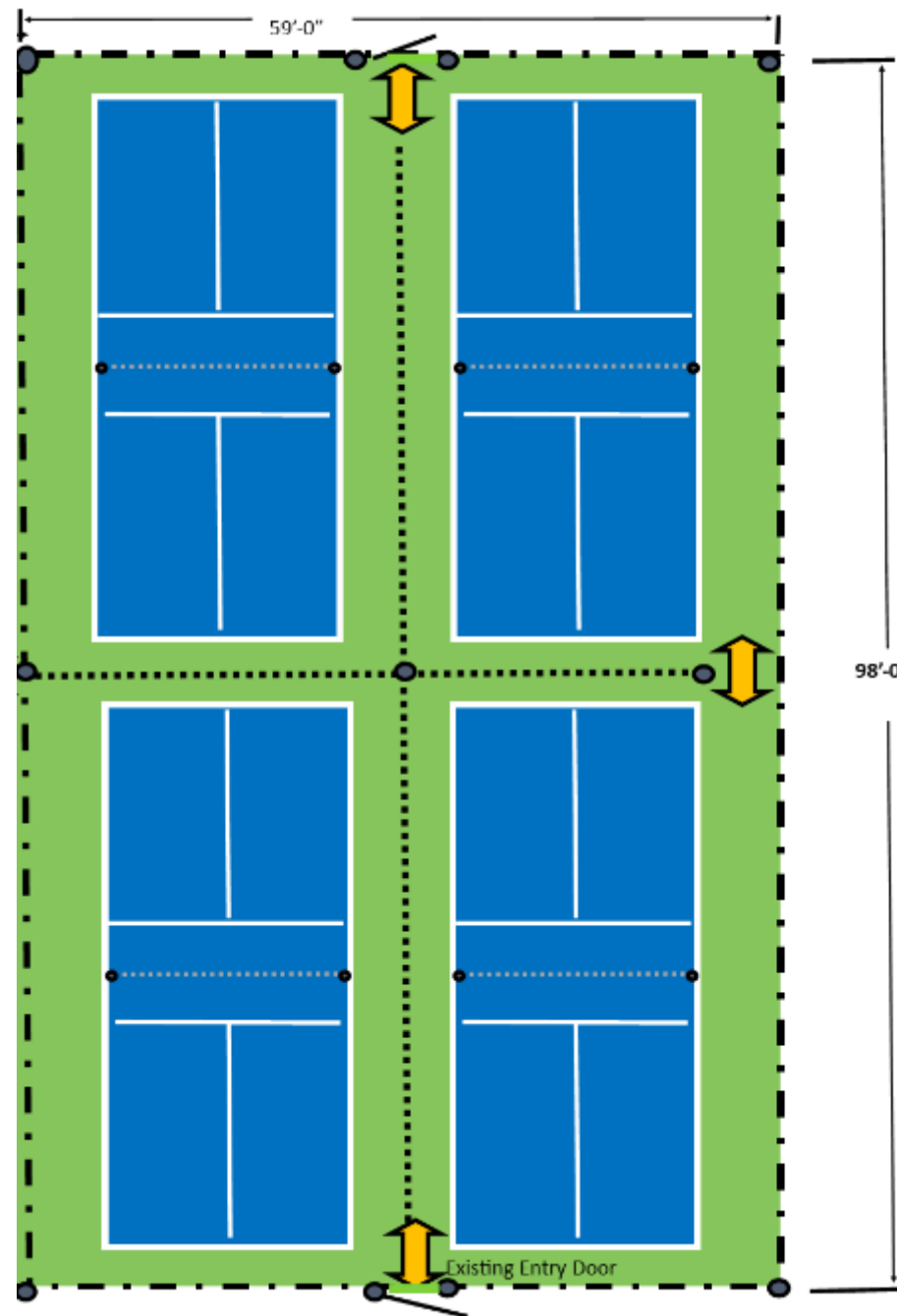
Ontario





# Current Layout

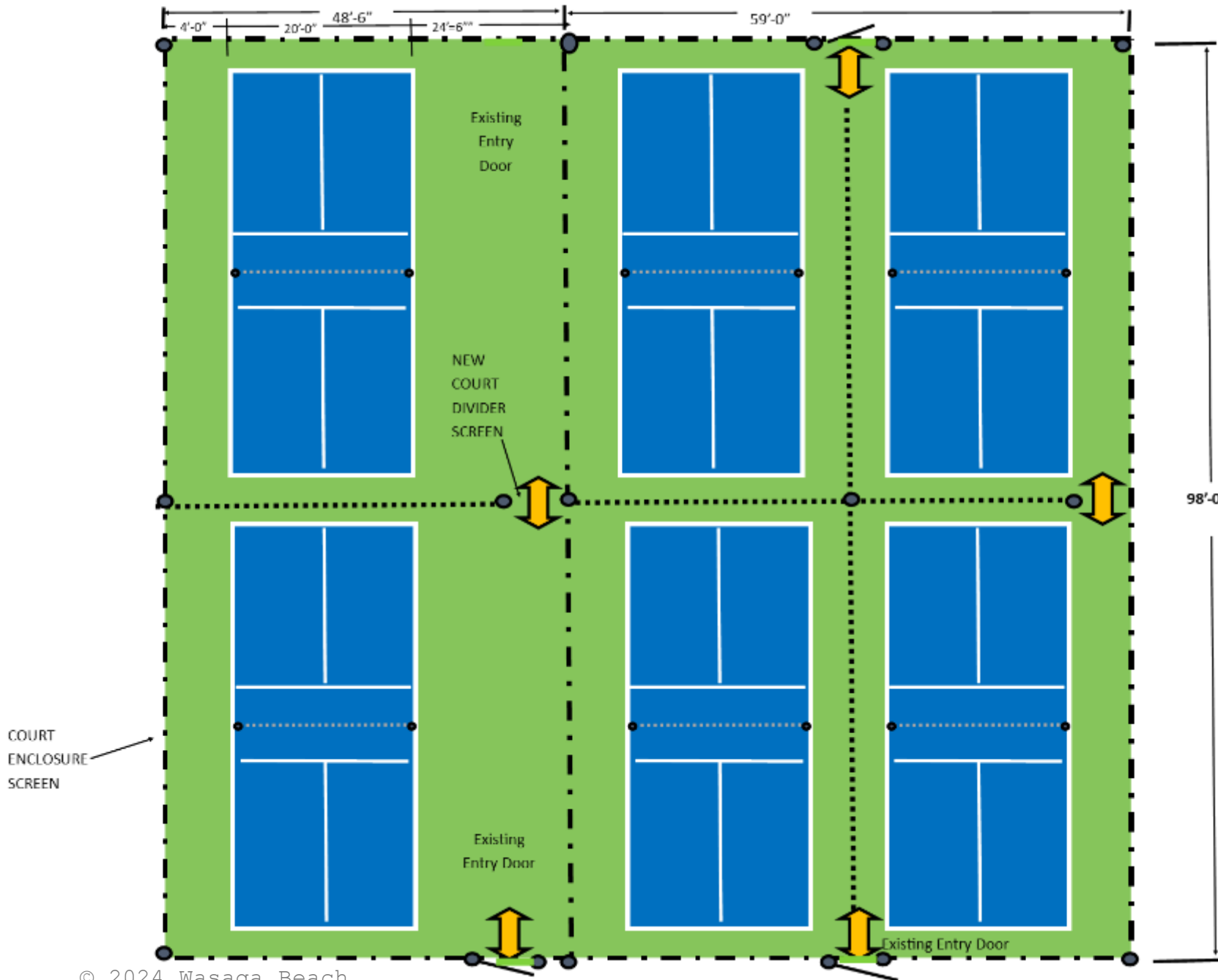
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# Sports Pad Current State

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1)  
Permission to  
Expand



# Proposed Partnership WBPC + Town of Wasaga Beach



- **50% increase in court capacity to meet immediate need**
- **Repurpose sports pad for sports moved to New Arena parking lot**
- **Upgrade surface to reduce liability risk**
- **Reduce the likelihood of the area being used as**

REQUIREMENT	BUDGET	NOTES
Project Management		Wayne Browning, VP WBPC
Acquire Space		use space adjacent to existing courts
Land Ready for Construction		use existing prepared land
Establish Sub Structure		leverage existing surface area
Clean Sub Surface		leverage town staff & equipment
Level Sub Structure	1,000	points
Apply Court Surface	7,400	
Paint / Lines	incl.	
Perimeter Fencing		use existing fencing as-is
Perimeter Gates/Doors		use existing gates as-is
Intra-Court Barriers	3,400	
Coring for Net Posts	incl.	
Posts		relocate from Lamont Creek
Nets		relocate from Lamont Creek
Wind Screens	1,500	

See slide 23 for details

# Supporting the Growth of Pickleball in Wasaga Beach



## Short Term

- Access to Building 8 to be used by Wasaga Beach Pickleball Club for Storage
- Access to the Concrete Building to access the existing bathroom

## Medium Term

- Plan for Displacement ... If the Land is Sold
  - please ask the purchaser to replace the equivalent number of courts elsewhere as directed by the Town (such as Klondike Park)
  - please ask the purchaser to allow continued use of the pickleball facilities until it interferes with the construction



VISION  
for the  
Future  
.. if the  
Land is  
~~NOT SOLD~~

NEWS RELEASE

## Ontario Building New and Upgraded Sports and Recreation Facilities

\$200 million investment helping communities provide families and sports fans better access to modern facilities to play and watch

April 18, 2024

[Office of the Premier](#)

**OAKVILLE** —The Ontario government is investing up to \$200 million over three years to support Ontario's growing communities with new and revitalized local sport and recreation facilities across the province.

The new Community Sport and Recreation Infrastructure Fund was [announced as part of the 2024 Budget: Building a Better Ontario](#).

"Ontario's new Community Sport and Recreation Infrastructure Fund will transform and expand recreational facilities across the province, creating jobs and fostering healthier and more active lifestyles for families," said Premier Doug Ford. "As our population grows, our government is building the necessary infrastructure so families can live, work, play and thrive right in their local communities."

Funding will be delivered through two streams:

- Repairing and upgrading existing sport and recreation facilities into more accessible, state-of-the-art facilities that better suit the community's needs.
- Building new and transformative sport and recreation facilities, including replacing existing facilities that have reached the end of their lifespan and are beyond repair.

See  
News  
Release



Gov.  
funding now  
to meet  
~~future~~  
eds

- Ontario Gov't funding for repairing, upgrading, building new sports and rec facilities
- Announced Apr'24
- Details to Come
- Other communities are

already working on

# Pickleball Supports Term of Council Priorities



PILLAR	PRIORITY	CONTRIBUTION
Pursue Complete Neighbourhoods	F. Improve Community Parks + Recreation	<ul style="list-style-type: none"> <li>Revitalize unused space with minimal investment.</li> </ul>
	G. Enhance Community Activation	<ul style="list-style-type: none"> <li>Pickleball, by its very nature, is very social and forms a community.</li> <li>Expand the community through increased capacity.</li> </ul>
Happy, Healthy & Safe Residents	J. Enhance Community Health	<ul style="list-style-type: none"> <li>Pickleball enables and encourages an active lifestyle at all ages.</li> <li>Minimal time from start-to-competency, inspires people from a wide demographic to peruse the sport.</li> </ul>
	K. Celebrate Diversity and Inclusion	<ul style="list-style-type: none"> <li>The social nature of Pickleball brings together young and old, male and female, and novice and experienced players.</li> </ul>
Diversify the Economy & Create Jobs	O. Grow Tourism	<ul style="list-style-type: none"> <li>Pickleball becomes yet another activity to participate in when visiting Wasaga Beach.</li> <li>10+ courts enable the opportunity to run sanctioned tournaments, bringing participants and</li> </ul>

# Conclusion



Wasaga Beach requires increased Pickleball capacity driven by

- Growth of the sport
- Growth of the town
- Strong interest in Pickleball in Wasaga Beach

Wasaga Beach Pickleball Club is proposing a Partnership with the Town

- Expand the existing Pickleball hub from 4 to 6 courts
- Fund the expansion mostly by the WBPC

Asking the Town

- Permission to build 2 new courts utilizing the existing expired sports pad adjacent to the existing pickleball courts
- Clean and level the surface area
- Relocate the nets and posts from Lamont Creek
- Quick approval and execution of the project to meet an June-end/mid-July opening
- Grant access to a satellite building for storage and to a portable for washroom
- Prepare for the longer-term need and leverage Ontario's new Community Sport and Recreation Infrastructure Fund



Thank You



# About Wasaga Beach Pickleball Club



# About Wasaga Beach Pickleball Club

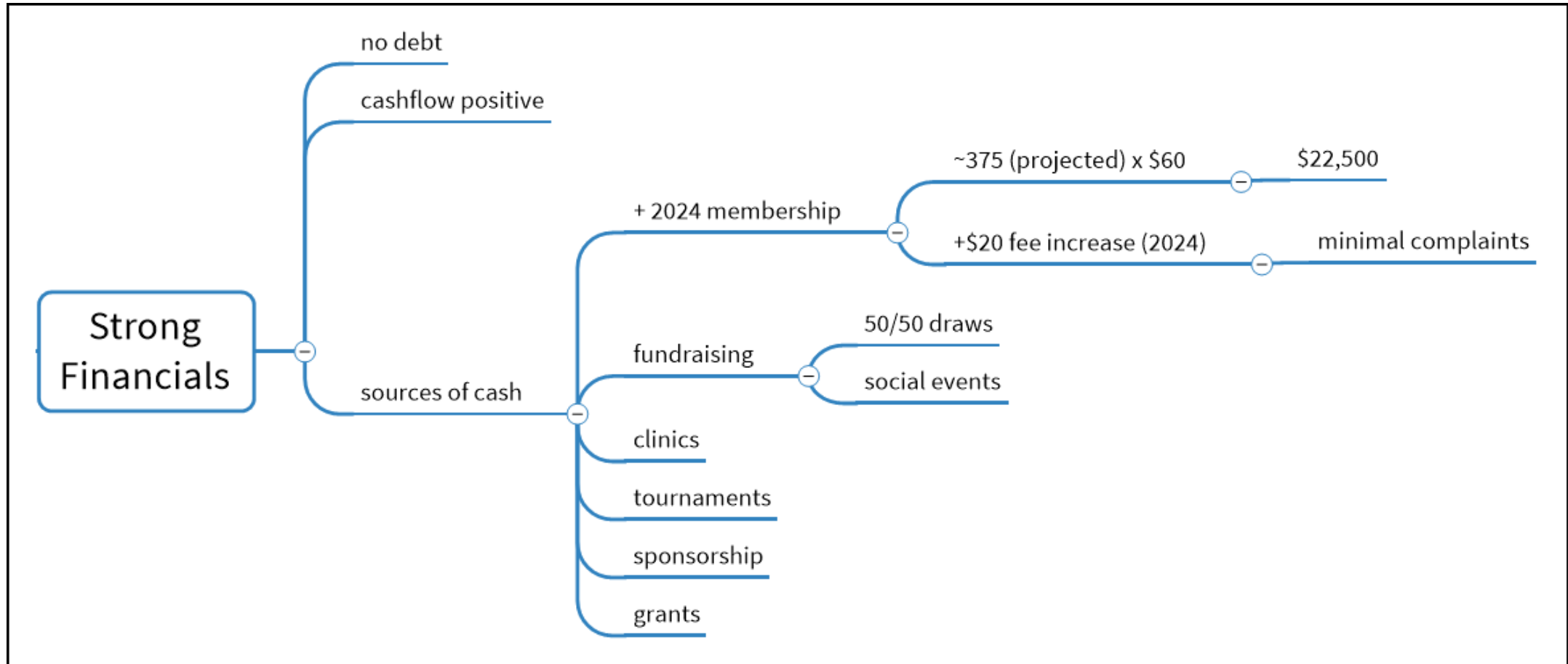


300+ members | 10-year history | incorporated non-profit 2023  
operates using 4 dedicated outdoor courts at the old Wasaga Stars

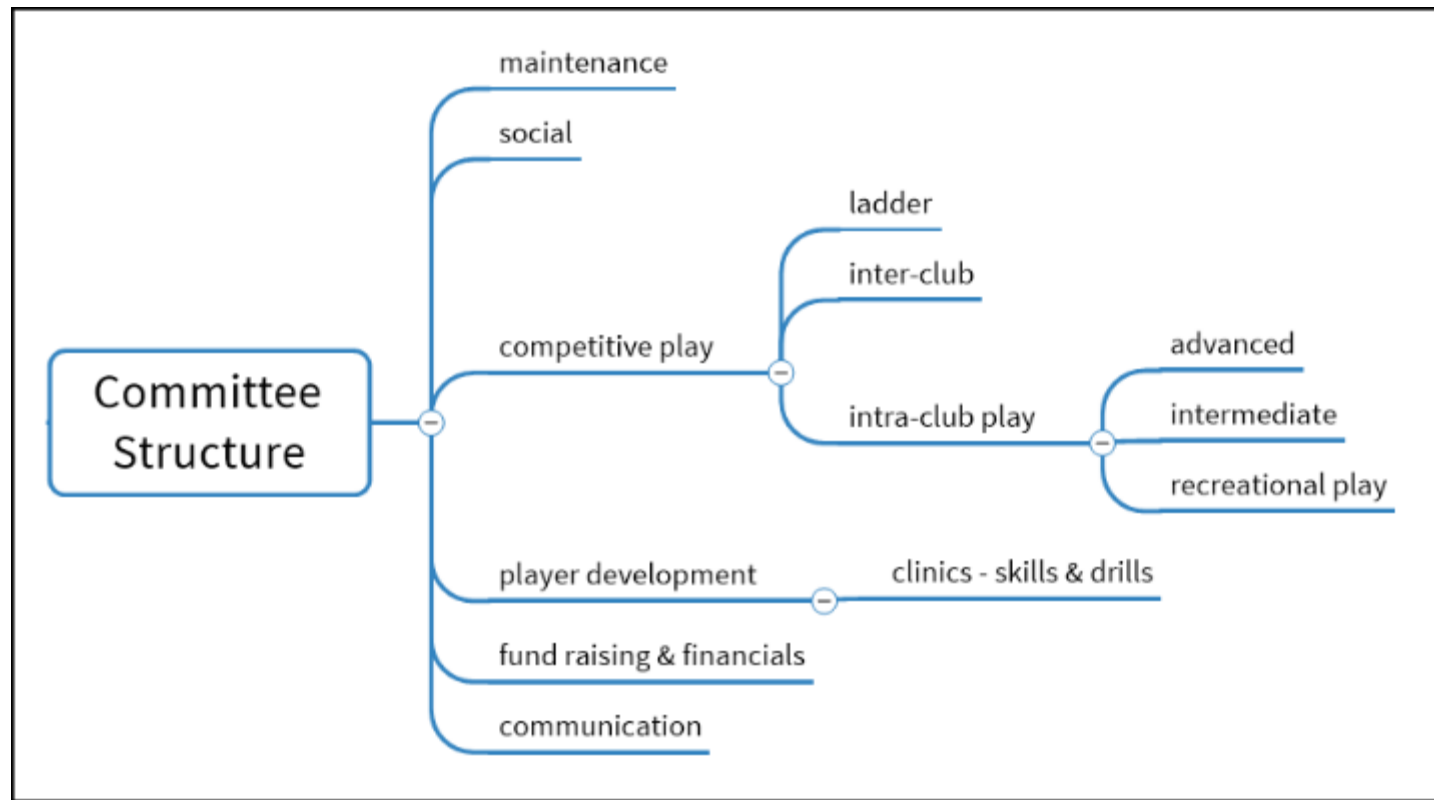
## Wasaga Beach Pickleball Club Board



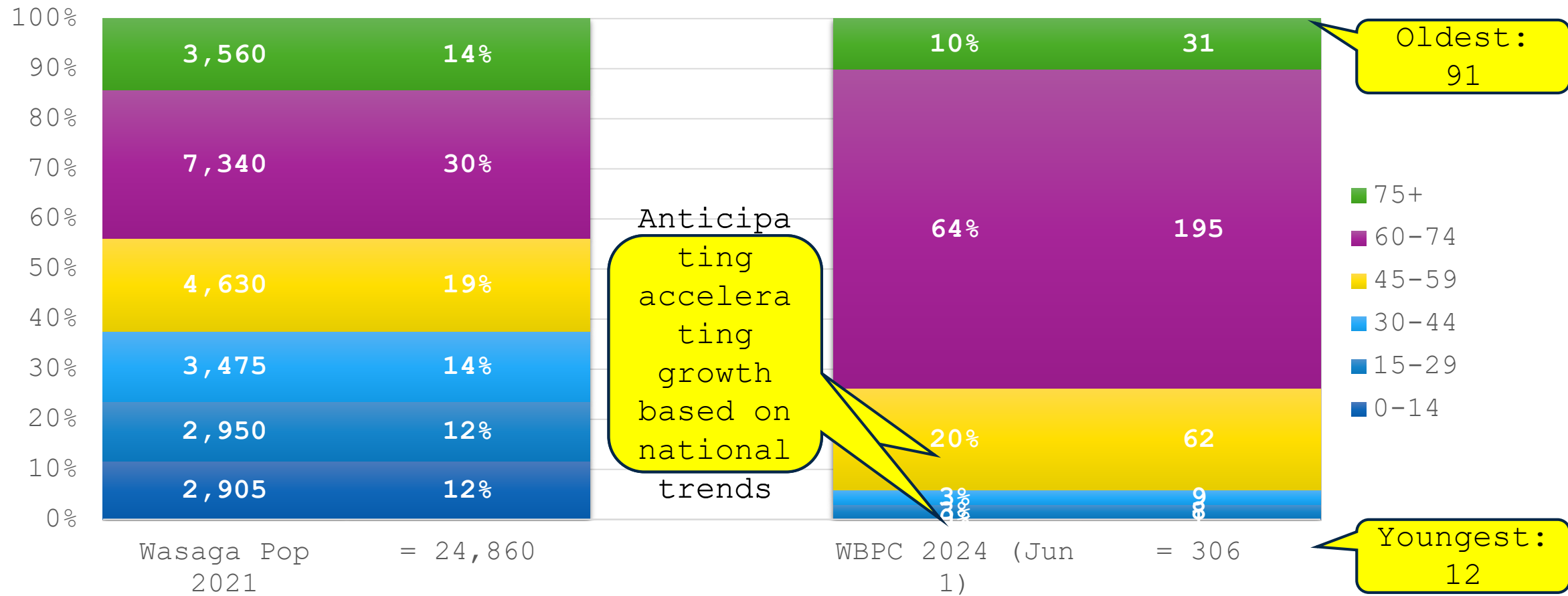
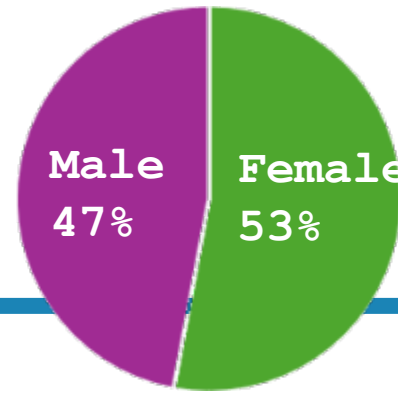
# About WBPC Financials



# About WBPC Committees



# About WBPC Membership



# Wasaga Beach Pickleball Club 2024 Schedule



<b>Sun</b>																				
<b>Sat</b>		Tournament/Socials - OR - Advanced																		
<b>Fri</b>		Rec / Open Play		Intermediate						Ladder 2 (6 Weeks) Preregistered										
<b>Thu</b>			Intermediate				Ladder 1 (6 Weeks) Preregistered													
<b>Wed</b>		Rec / Open Play		Men's Social		Advanced				Clinic Preregistered										
<b>Tue</b>			Intermediate			Rec / Open Play														
<b>Mon</b>		Rec / Open Play		Women's Social		Advanced				Clinic Preregistered										



# Planning for Growth

# Detail Plan to Construct Two Pickleball Courts adjacent to the existing



## Old Arena

### • ~~Prepare existing concrete slab~~

- Remove debris from the slab and broom sweep
- Remove basketball hoops. Post and backboard can remain if necessary.
- Power wash existing slab (min. 3500psi. washer. Determine adequate water supply)
- Level ponding areas on the slab with the application of bonding agent & self-leveling concrete to the "0" edge to avoid trip hazards. S-W corner has a large depression 4m x 3m that gathers water. Rivers off to the S-E corner and along the west fence line.
- Fill and level any pits or chipped concrete.
- Apply etching agent to concrete slab

### • **System Application**

- Canadian Shield - supplier of court surfacing materials)
- Apply Adhesion Promoter to total slab area (100ft. x 50 ft. approx.) using wide squeegee
- Apply Acrylic Resurfacer to the same areas using a wide squeegee
- Apply the selected Acrylic Colour Coat to two (2) court areas and aprons (30 ft. x 100 ft.)
- Chalk line two (2) 20' x 44' play areas on to 1st colour coat
- Apply second Acrylic Colour Coat to play areas
- Chalk line and apply exterior quality masking tape to define the required 2" wide court lines
- Apply Line Fixer with 3" roller
- Apply White Line Paint with 3" roller

### • **Planning**

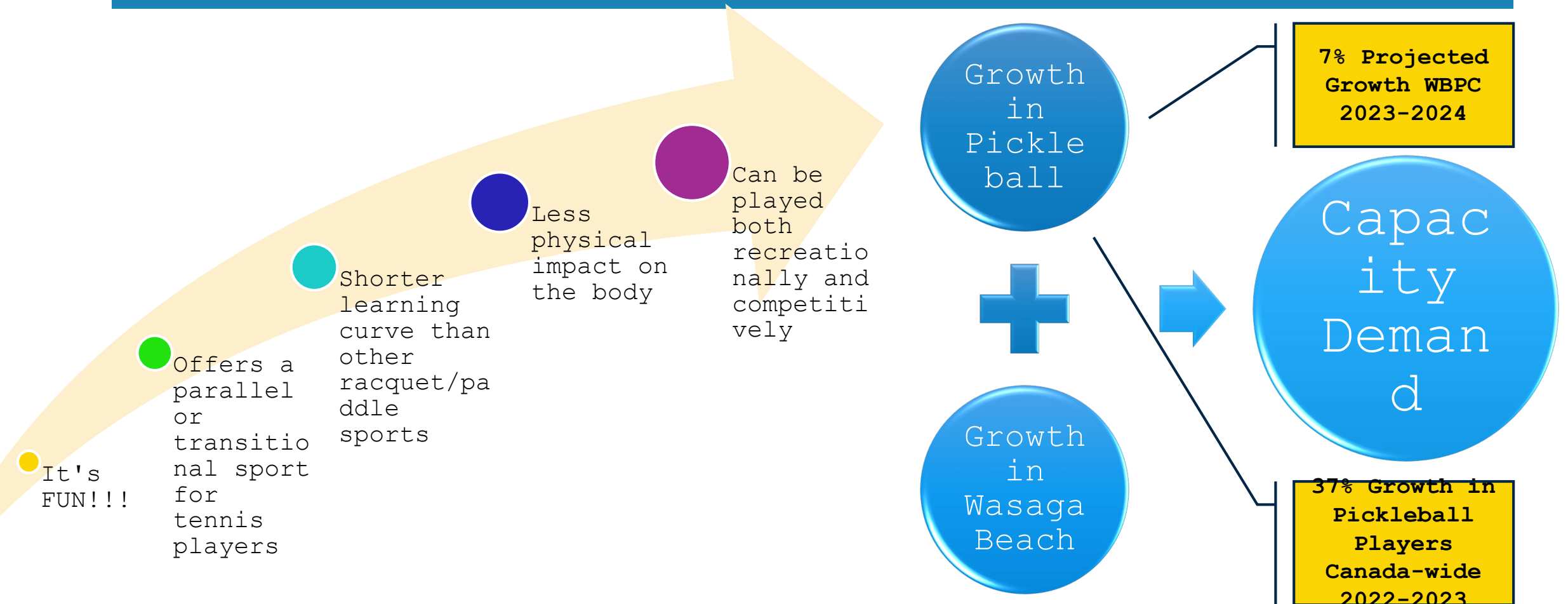
- Determine if portable or fixed nets are to be used and if the town has nets in storage from Lamont Creek courts for re-use at Arena Courts.
- Purchase and install windscreens as required
- Arrange fabrication & installation of court barrier fencing

### • **Proposal**

- Work of preparation of the existing concrete deck - cleaning, power washing, and leveling be performed by the town.
- Removal of basketball hoops by town
- Barrier fencing between courts - by WBPC
- Supply of tools, materials, and application of the deck playing surface coatings - by WBPC
- Supply and installation of required windscreens - by WBPC



# Pickleball Growth Drivers





# Pickleball & Tennis Shared vs. Dedicated Facilities



## SHARED FACILITIES

## DEDICATED FACILITIES

PROS

- Cheaper
- Easier to accommodate the pickleball crowds

- More enjoyable for each sport as no distractions on the court
- No scheduling conflicts between the 2 sports
- Can repurpose underutilized tennis courts cheaply to satisfy the demand for pickleball facilities

CONS

- Creates conflict between the 2 sets of players for scheduling play time
- Adds a higher level of visual distraction, with multiple lines and colours

- Requires new installations, if not repurposed tennis courts

# Pickleball & Tennis



	Pickleball	Tennis
Roughly Equivalent Space	4 pickleball courts	1 tennis court
Simultaneous Players	16	2 or 4
Sharing & Social	Rotate with those waiting	Play for an hour and leave





# Tecumseh By Example

- Population = 23,300
- Membership:  
622 (2022), 780 capped (2023)
- Home of the 2024 The Pickleball Ontario Championship Series Southwest Qualifier<sup>27</sup>



# WBPC Vision

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