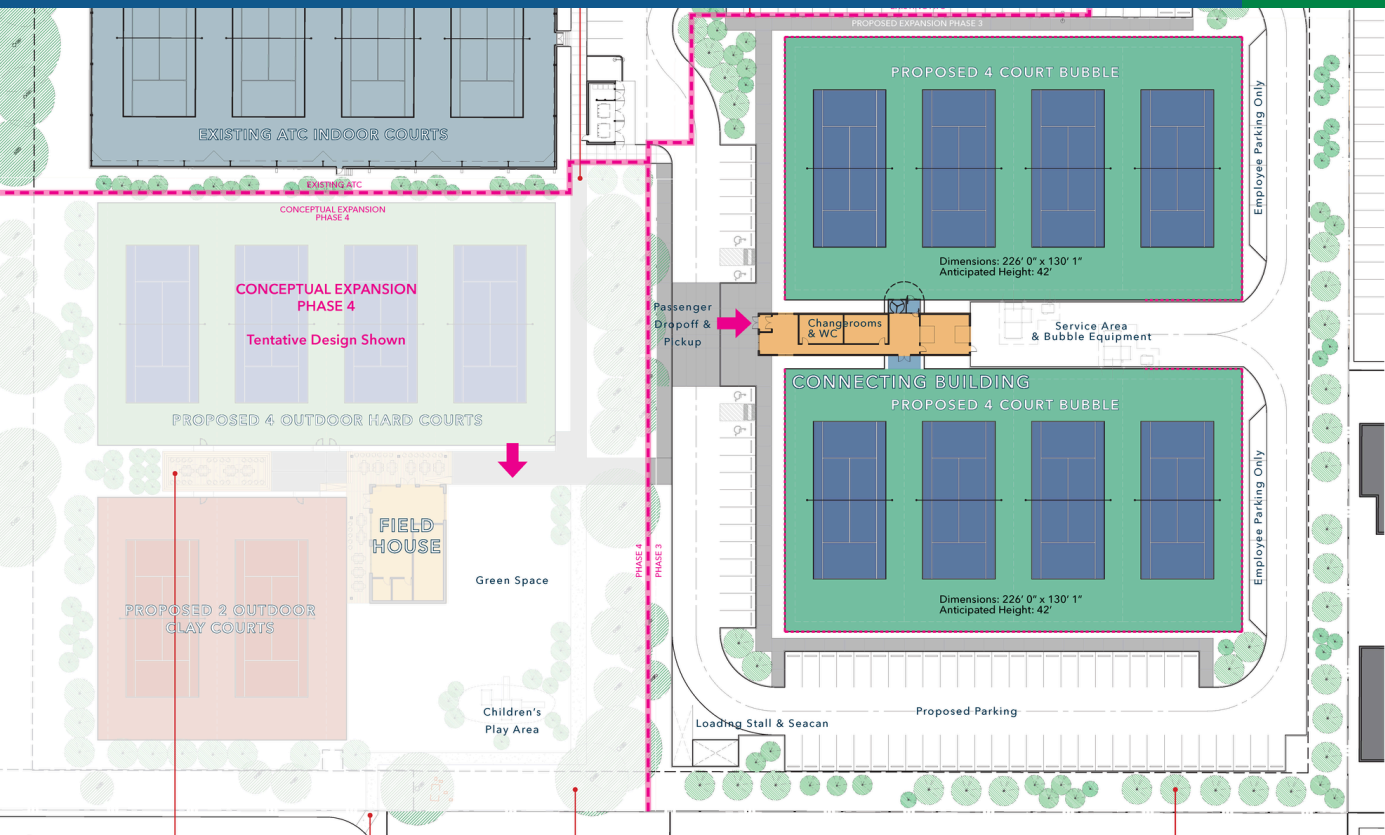


FACILITY DEVELOPMENT PLAN

VISION FOR THE FUTURE PHASE 3 & 4 PROPOSED PLAN



DETAILED SITE PLAN

Scale 1:350

Acadia Community Association
Presentation

FACILITY
EXPANSION
MASTER PLAN
2025



Concepts prepared by:





FACILITY DEVELOPMENT PLAN PHASE 3 & 4

01

ABOUT US

We are a non-profit, community-based tennis centre located in the southeast community of Acadia (Calgary). The Centre opened in 2016 and was championed by local funders. With the support of Tennis Canada and Tennis Alberta, our state-of-the-art, family-friendly tennis centre has established itself as Canada's benchmark for facility design, programming, event management and operations.

We believe tennis is a vehicle to break down social barriers of any kind. It is a sport that can be enjoyed by all ages and abilities, which is why we are a fully-accessible and inclusive Centre open to all. At the ATC, everyone is welcomed openly regardless of age, race, socio-economic status, culture, religion and sexual orientation.

Recreational tennis is **among the safest and most affordable sports to play in Canada**. Playing tennis is easy to get started – all you need is a racquet, a pair of non-marking shoes and a can of tennis balls. **We strive to ensure our players have no-barriers to participation.**

Our impact on tennis in Canada continues to grow. To learn more about the ATC visit: www.albertatenniscentre.ca or read our [Annual Report](#)

A summary of our key performance achievements (KPA's) since 2016:

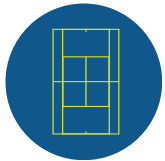
- Taught over 65,000 Calgarians through our School Tennis Program
- Created hundreds of jobs and immigrated or relocated several employees to Alberta
- Generated in excess of \$30 million dollars in economic activity for the Province of Alberta
- Largest employer of tennis coaches and employs the highest certified coaching staff in Canada
- Leader in supporting diversity, equity and inclusion initiatives in the sport of tennis
- One of Canada's top junior development programs, producing players representing Canada internationally
- Winner of numerous and prestigious industry awards for our work supporting tennis across Canada
- Host world-class events including the Calgary National Bank Challenger, with 55,000 spectators since 2018
- Creator of innovative tennis development programs for girls and new Canadians
- Partner with community-based organizations to deliver tennis programming and financial support



DELIVERING EXCELLENCE:

our story so far

ATC is a Canadian tennis industry leader for development, facility operations, programming and event management. Our Plan will allow the continued growth of tennis in Calgary for years to come. Here are some of our achievements.



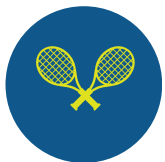
COURT UTILIZATION

- 98% of courts fully-utilized in indoor season
- Overall court utilization year-round is 90%
- 71,000 hours of court time filled each year



PLAYER PARTICIPATION & PROGRAMMING

- Tennis Canada Gold Tennis Development Centre (Top 5)
- 65,000 children taught in School Tennis Program
- 15-20K players per year taught through various programs



TOURNAMENTS / EVENTS

- 55,000 attendees at Calgary NB Challenger
- Host provincial, national and international events annually



TEAM & PROFESSIONAL DEVELOPMENT

- Annually invest funds in team professional development
- Gender-balanced; women make up 54% of management



MEMBERSHIP & PUBLIC ACCESS

- 300,000+ players served
- Membership paused; 140 people (waitlisted)
- 92% of members actively involved in club
- Membership grew 58% since 2021 expansion



COACHING DEVELOPMENT

- Largest employer of coaches in Canada; highest certified
- Grew coaching team by 337% since 2016; certified and employed more coaches to deliver tennis in Calgary



ECONOMIC INFORMATION

- Raised over \$7-million in donations
- Generated \$30+ million in economic impact
- 100% debt-free



AWARDS & HONOURS

- Won 20 industry awards for work supporting tennis development in Canada



COMMUNITY IMPACT / OUTREACH

- Raised \$300k for community initiatives supporting youth/families in Calgary
- Partner with 30+ community-based organizations to deliver tennis in Calgary



FACILITY DEVELOPMENT PLAN & LIFE-CYCLE

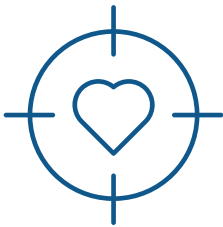
- Successfully completed Phase 1 & 2 of Development Plan
- Invested \$1 million dollars in life-cycle improvements
- Reinvest surplus cash in future capital projects/funds



FACILITY DEVELOPMENT PLAN PHASE 3 & 4

03

OUR MISSION & VISION



PURPOSE

"To be a Centre for all to enjoy the game of tennis at every age and stage of development"



MISSION

"Our mission is to be a vibrant community hub that inspires players to enjoy tennis and develop at all levels, as a healthy sport for life"



VISION

"To be the best community-based tennis centre in Canada"



VALUES

Excellence, accessible, family-oriented, inclusive, community-minded, youth-focused, teamwork

THE COMMUNITY WE SERVE:

investing in our community



Since 2016, we have helped support the growth of the Acadia community, by providing world-class tennis facilities, programming, coaching, events and job creation. Additionally, we are a strong proponent of supporting the community we live, work, and play in. Through our Centre's operation, we have demonstrated continued supported of the business community and community development initiatives in the City.

Our vision for Acadia creates additional recreational spaces to play tennis, by aspiring to become Canada's largest tennis facility. We also envision the creation of additional community spaces, and improving access and public safety in our community. In Phase 4, we envision the creation of a community park, which includes a playground for children and a walking pathway that enhances the community through improved land value and access.

HOW WE SUPPORT OUR ACADIA COMMUNITY ASSOCIATION & COMMUNITY AT LARGE

- **Employ several Team Members who live and work in the community**
- Provide **complimentary access to Acadia Community Association Members** during the summer season
- Provide **preferred school tennis program to Acadia area schools**
- **Sponsor the Acadia Community youth soccer program and other charitable causes, programs and events**
- Provide **complimentary tickets** to the community to attend the Calgary National Bank Challenger
- Financially **support and partner** with several area businesses in the community
- **Generated millions of dollars in economic impact** each year from event hosting, hotel stays and operations
- **Improve public safety** by providing security cameras. Also extended hours of operation contribute to a safer community
- Built a **strong working relationship** with local area businesses, schools and the Acadia Community Association
- Attracts **new players, coaches, volunteers and residents** to the community
- Provide **tennis instruction and services to thousands of residents** annually
- Provide **financial assistance / access to new Canadians and girls from Calgary's under-resourced communities**
- **Partner with 30 community-based non-profit organizations to deliver tennis programming in the city**
- **Host world-class events** which showcase the community, the city and province
- Reinvest our organization **surpluses to support tennis development in the province**



FACILITY DEVELOPMENT PLAN PHASE 3 & 4

05

VISION FOR THE FUTURE:

Calgary & Alberta's Tennis Community

A young woman with dark hair tied back, wearing a bright pink short-sleeved shirt, is looking intently at a yellow tennis ball in motion. A tennis racket is partially visible in the lower right corner.

OUR GUIDING PRINCIPLES

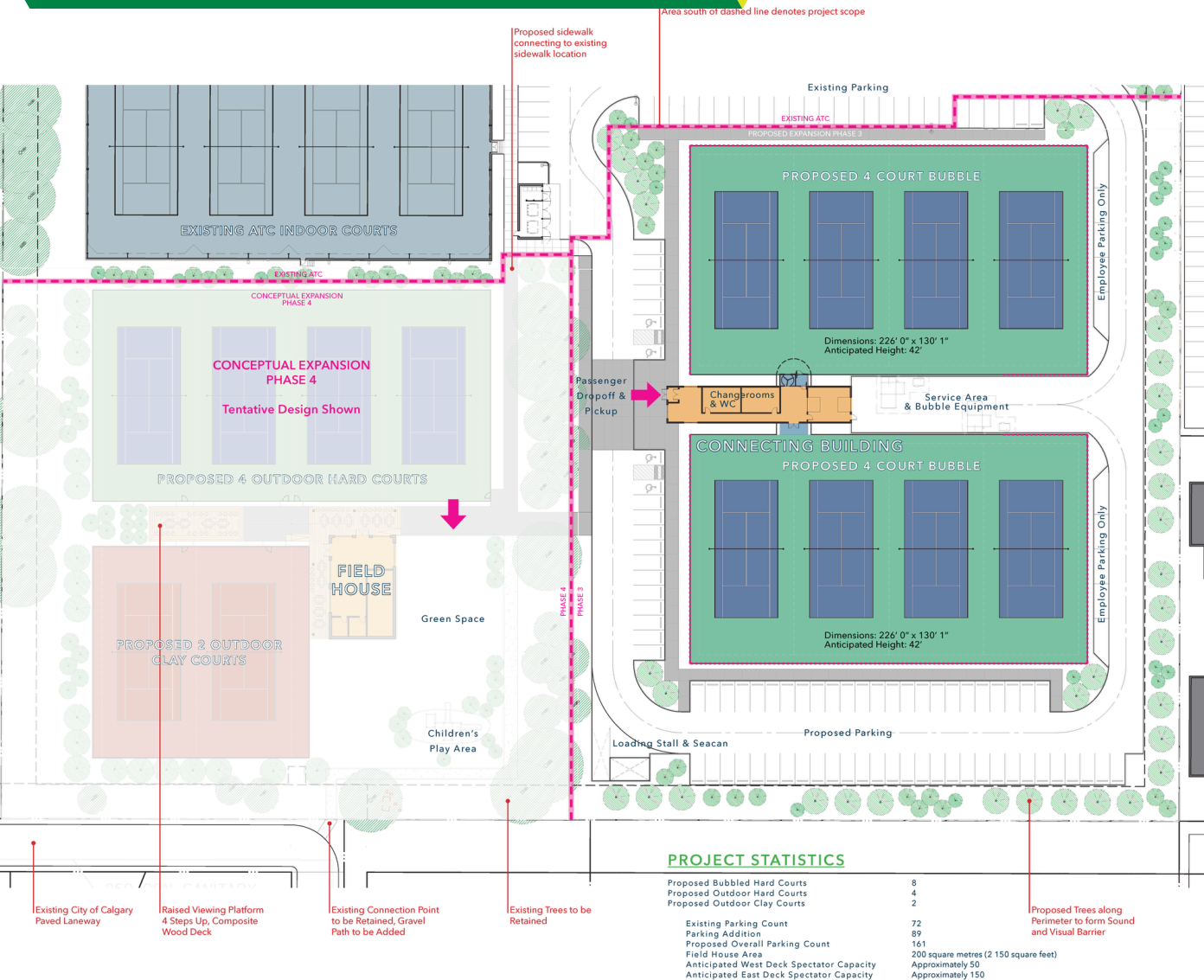
Ten guiding principles have been developed to direct recommendations for the OSTEN & VICTOR Alberta Tennis Centre Facility Development Plan and ensures alignment to the City of Calgary Council and Province of Alberta Priorities:

- 1 Building a **healthy community**
- 2 Making the sport of **tennis accessible** for all
- 3 Investing in opportunities for **youth**
- 4 Enhancing opportunities for an **aging demographic / community**
- 5 Developing and enhancing **event hosting opportunities** and creating **economic impact and jobs** for Alberta
- 6 Supporting our **volunteers and the development of staff, coaches and officials**
- 7 Encouraging positive **collaborations and partnerships** within the community
- 8 Providing **efficient and effective service delivery and low-cost access** to tennis
- 9 Sustainable investments in **tennis facility innovation, technology and programs**
- 10 Ongoing **capital improvements** are invested for continued long-term facility success



FACILITY DEVELOPMENT PLAN PHASE 3 & 4

07



NOTES

1. Bubble shown is one building under the Building Code.
2. Bubble requires a minimum of 75% facade coverage from 10' asphalt drive aisle for fire-fighting purposes. As shown, the drive aisle completely surrounds the building.
3. Gold centre portion is a separate, permanent building of traditional construction.



DETAILED SITE PLAN

Scale 1:350

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2025



Concepts prepared by:



Project 2023-016
June 23, 2025

All content within this package subject to
approval by the City of Calgary Planning and
Parks Departments.

PROJECT STATISTICS

Proposed Bubbled Hard Courts	8
Proposed Outdoor Hard Courts	4
Proposed Outdoor Clay Courts	2
Existing Parking Count	72
Parking Addition	89
Proposed Overall Parking Count	161
Field House Area	200 square metres (2 150 square feet)
Anticipated West Deck Spectator Capacity	Approximately 50
Anticipated East Deck Spectator Capacity	Approximately 150

OSTEN & VICTOR ALBERTA TENNIS CENTRE

Facility Development Plan (Phase 3 & 4)

ACADIA ATHLETIC PARK

Project Plan

Proposed Plan

PROJECT OVERVIEW

Phase 3 & 4 of our Facility Development Plan will provide more access to year-round tennis for our community in Alberta and addresses service and capacity issues related to programming, public-play, parking and site-security.

Our vision will allow us to become Canada's largest year-round tennis facility, creating a world-class 'tennis campus' in Acadia Athletic Park for players to enjoy, further enhancing our capacity to deliver tennis to all Albertans.

REASONS TO SUPPORT OUR FACILITY MASTER PLAN



COMMUNITY BUILDING - Building strong communities

- Enhance Calgary's livability, while improving the health and wellness of our residents
- Strengthen the community by providing accessible and inclusive access to tennis
- Engage residents and community associations through improved public spaces and amenities
- Create a long-lasting physical legacy for the tennis community in the city and province
- Support the revitalization of the Acadia Community with improved amenities including public safety, improved site-security, parking and access
- Create a safe space to stay healthy and active in our family-friendly community facility



ECONOMIC DEVELOPMENT - Strengthening our economy

- Deliver more jobs to Calgarians and strengthen Alberta's economy
- Generate significant economic impact for the municipal, provincial and national economies from event hosting
- Invest in the growth of tennis by using ATC Surplus funds to support tennis and community development



HOSTING & HOSPITALITY - Building culture and vibrancy

- Increase capacity to attract and host more provincial, national and international events
- Generate economic impact from events by increasing the number of visitors to Calgary
- Deliver more league and team competitions and flexible events



PUBLIC ACCESS TO YEAR-ROUND TENNIS - Our need for more year-round tennis

- Improve public access by providing 63% more year-round tennis access or 115,000 hours per year
- Provide affordable recreational access to tennis
- Deliver programs and player development pathways for players of all ages & stages of development
- Significant social, physical and health benefits for Calgarians through events, structured and unstructured play
- Deliver more community outreach programming for new Canadians and marginalized groups



INFRASTRUCTURE & FACILITY INVESTMENT - Investing in the future of our sport

- Enhance facility lifespan and support the delivery of future lifecycle repairs and investment
- Improve recreational facilities in the city and province
- Strategic investment to provide no-cost recreational facility development/maintenance to the City of Calgary



PLAN REVIEW

Phase 1 & 2



We have successfully delivered the first two Phases of our Plan. Following the acquisition of land from the City of Calgary, we began construction of a world-class permanent structure in the spring of 2015, which opened in May 2016. Phase 1 cost a total of \$9.7 million dollars and was funded with the support of the Province of Alberta, Tennis Canada, Parks Foundation of Calgary and hundreds of private donors.

In 2022, due to significant demand for tennis, we constructed Phase 2 at a cost of \$2.3 million dollars. Phase 2 was supported by the Province of Alberta, Parks Foundation of Calgary, Tennis Canada, Rogers Communications, private donors and through organizational funds from the ATC. Below is a summary of the Phases 1 & 2

PHASE 1 - KEY FEATURES (Completed in 2016) - \$9.7 million construction

- 8 - Indoor Permanent Tennis Courts built to international specifications (71,000 square foot facility)
- 5- outdoor tennis courts
- 850 square foot fitness facility
- Interior donor wall, administrative offices, cafe & pro shop
- Men's & Women's locker rooms with shower facilities
- Graphic mural
- Landscaping
- Equipment purchases
- Parking facilities for 72 cars

PHASE 2 - KEY FEATURES (Completed in 2022) - \$2.3 million construction

- Resurfacing of 5-existing outdoor courts
- Installation of a grade beam, air-supported structure with mechanical units and components
- Curb street signage
- Site preparation
- Landscaping
- LED lighting system

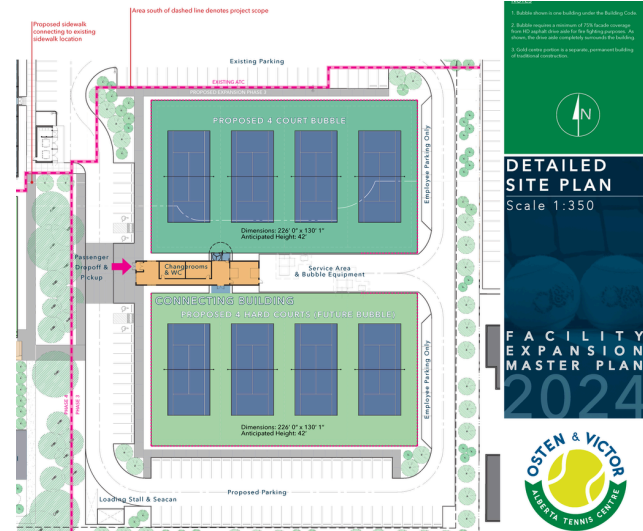
PROPOSED PLAN

PHASE 3 & 4



PROPOSED PHASE 3 - KEY FEATURES

- Two (4 court) year-round bubbles; 62% more capacity & public access
- 89 new parking stalls bringing onsite total to 161; 124% increase
- Improved access and site security; installation of security cameras & lighting
- Greater safety for the community due to increased foot/vehicle traffic
- Creation of a passenger drop-off & pick-up area
- New reception area, change rooms and washrooms, storage and office
- Additional landscaping (trees, shrubs and flower beds)

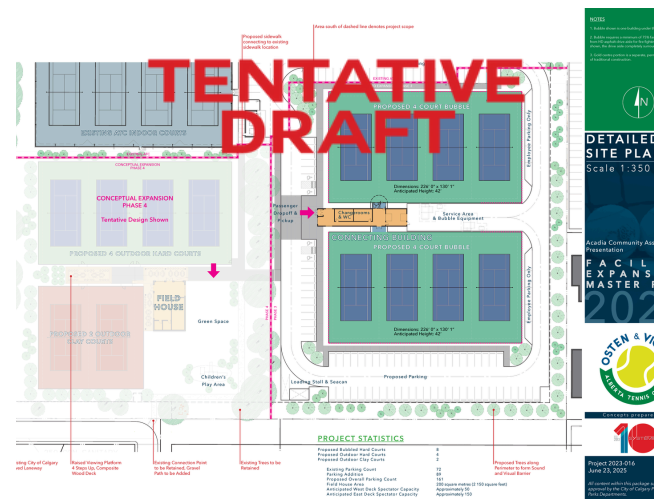


CONCEPTUAL FUTURE PHASE 4 - KEY FEATURES

- 6 or 7-seasonal outdoor hard tennis courts
- Seasonal club house with reception area, office space
- Practice Area (hitting area)
- Children's Playground
- Walking path connecting the neighbourhood
- Outdoor Summer Patio with viewing areas and gathering spaces
- Additional landscaping (trees/shrubs/flower beds), beautification

NOTE: Our Phase 4 Plan will be finalized following discussions with key stakeholders and the Acadia Community

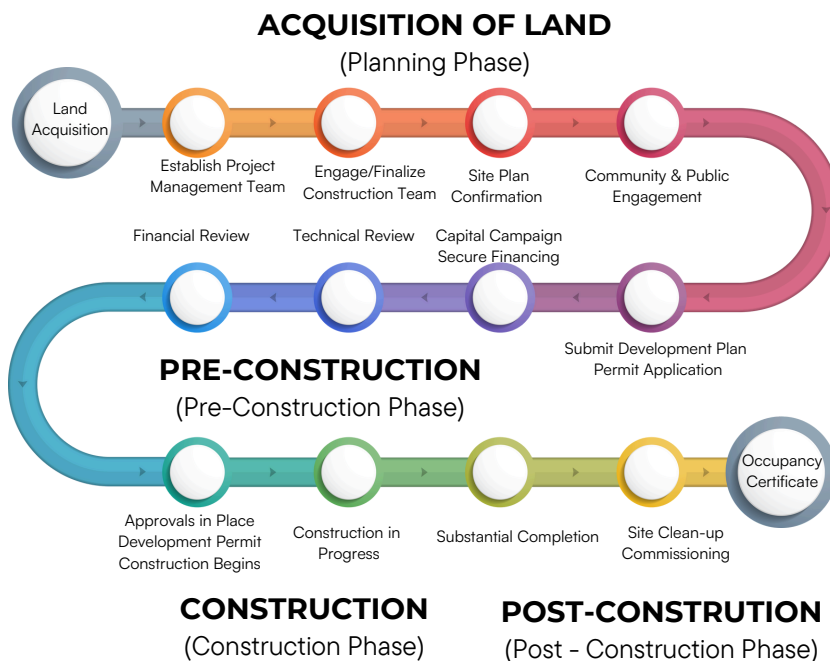
NOTE: During the winter months, a community skating rink can be erected on the tennis courts for community skating.



PROJECT TIMELINE

PROJECT TIMELINE - OVERVIEW & PROCESS

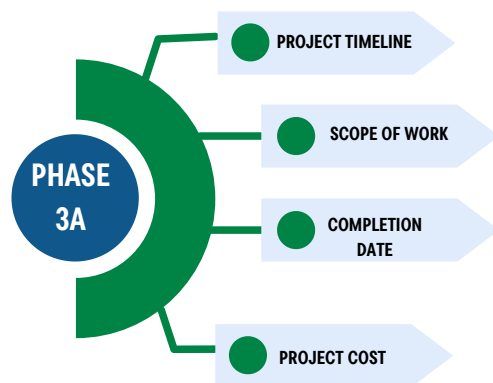
We envision Phase 3 & 4 construction being a multi-year project. We will strive to limit disruption to operations and allow the project to be properly completed based on the availability of funds. Our high-level planning process is articulated here:



PHASE	START DATE	END DATE
3	2026	2027
4	2028	2030

PROJECT TIMELINE

PROJECT TIMELINE - Phase 3

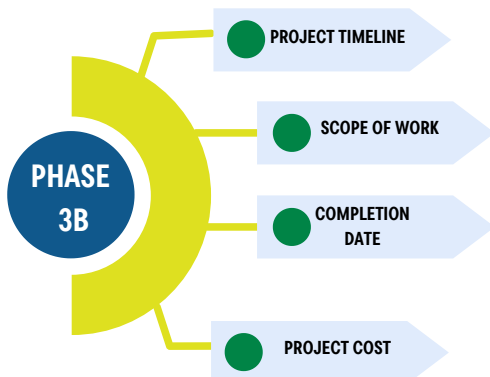


Commencement Q2 2026; 6-12 months to complete

- Site Preparation & Construction of Tennis Courts 14- 17 + bubble installation
- Parking and Roadway
- Natural Gas Connections
- Phase 3 construction schedule to be confirmed prior to construction

Target Completion will be Q3 2026 / Q1 2027

*Estimated \$3.3 million**



Commencement Q2 2027: 6 - 12 months to complete

- Construction of Tennis Courts 18 - 21 + bubble installation
- Reception Area + landscaping
- Phase 3 construction schedule to be confirmed prior to construction

Target Completion will be end of 2027

*Estimated \$3.6 million**

PROJECT TIMELINE

PROJECT TIMELINE - Phase 4



NOTE: Phase 4 plan is not currently finalised, until public engagement can occur with our Acadia Community Association and tennis community. Once known, we will prepare an updated Facility Development Plan for Phase 4. The Total Phase 4 project costs will be confirmed prior to the commencement of construction.



STATEMENT OF PUBLIC ACCESS



We envision a community where people of all ages and abilities can experience the sport of tennis through structured and unstructured play. Every user at the ATC is welcomed warmly. Tennis is a sport for life. Playing tennis positively contributes to the physical, mental and social well-being of all Albertans.

THE OSTEN & VICTOR ALBERTA TENNIS CENTRE IS COMMITTED TO THE FOLLOWING OBJECTIVES:

- We operate a tennis facility that **supports a healthy and active community with diverse programming for all ages and stages of development**
- We offer **low-cost programming and facility access** for all players
- Our facility is **accessible to all citizens**. We are **inclusive, equally open to persons with a disability, and is accessible to persons** of all cultural backgrounds, ages and stages of development
- We are **committed to removing all barriers to participation including those in our community who cannot participate due to financial means**
- We **embrace and support diversity, equity and inclusion**
- We support **women in leadership positions**, and are an equal opportunity employer
- We actively **encourage participation in tennis for women, youth, seniors, indigenous, new immigrants, players with disabilities and all citizens regardless of their race or sexual orientation**
- We are **proud to support the community we live, work and play in**
- We are committed to **meeting or exceeding the minimum requirement for public access** established by the City of Calgary as part of our lease agreement (50%)

CONTACT US

CONTACT

For more information contact:

- **Al Fowler**, Chair of the Board of Directors / Shareholder
- **Ron Ghitter**, Past-Chair, Shareholder / Director
- **Danny Da Costa**, Chief Executive Officer

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THANK YOU



OSTER & VICTOR ALBERTA TENNIS CENTRE
www.albertatenniscentre.ca

