



# Frequently Asked Questions

OSTEN & VICTOR Alberta Tennis Centre (ATC) - Facility Development Plan  
June 2025

## About the ATC

### Q. Tell us about the ATC?

A. ATC operates as a community-based, non-profit organization with a volunteer board of directors, on City of Calgary Leased Land. The ATC is led by a professional management team which directs programs and services in accordance our City of Calgary Lease provisions. Our Board of Directors is led by members of Calgary's business community and includes senior representative of Tennis Canada and Tennis Alberta.

### Q. How long have you been operational? Why are you expanding now?

A. The ATC has been in operation since May 2016. In 2022, we completed Phase 2 of our Facility Development Plan, covering 5-seasonal courts, making them year-round to meet demand. The ATC has reached its capacity, and we are expanding to meet the demand for tennis in our community. The addition of 8 indoor courts will increase court access by 63% allowing for more Acadians and Calgarians to learn and enjoy the sport of tennis.

### Q. Do I have to be a member to play tennis at the ATC?

A. No, the ATC has always been publicly accessible to all Calgarians. Non-members are welcome to play tennis in our facility or participate in our club programming. All our programming is 100% available to members and non-members.

### Q. How much does Membership Cost? What's included?

A. Membership ranges from as low as \$35.00 per month (Junior), \$55 per month (Senior) and \$70.00 per month (Adult). We also sell memberships for couples, snowbirds, family and young adult (students). Members can book 7-days in advance, they also receive member pricing on programming and court rates. They also receive Member Rewards Benefits which amount to up to \$200 in savings.

### Q. How much does to rent a court?

A. A. Member Court Rates are \$24.00 per hour during non-prime time & \$30.00 per hour (prime time). The court rate is divided by the number of players playing (2 or 4). For example: 4 players playing doubles for 1 hour during non-prime time will pay \$6.00 per hour to play tennis and \$7.50 per hour during prime time. For non-members, the user will pay \$15.00 guest fee (Divided by the number of Guests playing). There is no limit on the number of times a guest can play a year.

**Q.** How do I rent a court?

**A.** Members can book a court online, in-person, via our website or member app with 7-days in advance notice. For non-members, you may book a court either in-person or by the phone with up to 48 hours advanced notice. The planned expansion will significantly increase the volume of courts available for booking by members and non-members.

**Q.** How much does it cost to join a program? How can I register?

**A.** Programs range in price but start as low as \$20 per hour. RegistraGon for our programming can be made online, through our website, over the phone, in-person or through our Member (Club) app.

## **Project details**

**Q.** Can you provide an overview of your proposed project? What is planned?

**A.** Our proposed development will involve ATC leasing two parcels of land from the City of Calgary in Acadia Athletic Park. The project will be phased to minimize disruption and for cost purposes, and will include:

- Phase 3 (southeast): two air-supported structures each covering 4 courts, additional parking (89 stalls), reception building, landscaping, planting of trees, security cameras
- Phase 4 (southwest): Phase 4 is currently conceptual and will be finalized once we complete community engagement. At that time, we will prepare an official design drawing, solicit feedback and cost the plan. However, our initial design concept will likely include:
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  - 6 outdoor tennis court, pathway connection to the community, green space (park), playground, landscaping, trees, security cameras, outdoor paGo (gathering place) and summer reception area

**Q.** What happens if you are prevented from developing Phase 3 of the project as planned?

**A.** Financing of the capital cost of Phase 4 (including community amenities) will likely involve taking on some level of bank financing. This financing can only be attracted based upon expected cash flows from operation of Phase 3's eight indoor courts. Thus, our ability to develop Phase 3 as planned will be pivotal in underpinning our ability to finance agreed-upon community amenities in Phase 4.

**Q.** Will there be any other racquet sports constructed on this site, such as Pickleball or Padel tennis?

**A.** No, we do not intend to construct any pickleball or padel courts on this site. Given the potential for noise complaints from our neighbours, our plan is to remain as a tennis only facility.

## Public amenities

### Q. Tell us about the ATC?

A. Acadians currently can enjoy summer access to our tennis courts (June to end of August) for free, provided they present their ACA membership. ACA members can book courts during the summertime-period 48-hours in advance in person or by phone. At the time of booking, they can present their ACA membership and fees will be waived/refunded. Additionally, Acadia residents will have access any public amenities in Phase 4 which are contemplated. These may include walking pathway, green space, playground, paGo and outdoor tennis courts.

### Q. Will the community have a say in the public amenities for this project?

A. Yes absolutely, we will present a plan for Phase 4 development where public amenities will be delivered. We will engage the ACA and the Carriage Park Condominiums to present ideas and our plan for Phase 4 and solicit feedback, before finalizing our plan. This engagement process will occur well in advance of 2028 (projected start-date).

## About playing tennis (accessibility of the sport)

### Q. Tennis is not affordable or accessible to everyone in our community?

A. Relative to most other sports, tennis is in fact affordable. All you need is a racquet and some balls and you can play. The ATC has always championed affordable access to indoor tennis. ATC has never raised its court fees or membership fees in it 9-years of operation. Our membership structure is on-par with other city parks & recreation facilities and less expensive than the YMCA membership.

### Q. How do you make tennis more affordable in the city?

A. Given our non-profit status as well as our lease obligations with the City to provide affordable access to tennis, we are committed to ensuring that all Calgarians can access and benefit from the ATC. The ATC has also utilized its surplus funds to reduce/remove barriers of entry by creating subsidized programming for under-resourced families and youth, as well as New Canadians. We have also partnered with over 30 community-based non-profit agencies to deliver tennis programming.

## Funding

### Q. Who is paying for this project?

A. ATC intends to fund the project using a combination of organizational funds, bank financing, donations and grants. However, we cannot commence our formal funding efforts until we are awarded the land lease from the City. There will be no City funds directed toward this project. ATC will apply for grants as a non-profit organization.

**Q.** How much is the project be expected to cost?

**A.** Based on current estimates, Phase 3 of this project will likely cost \$7-8 million dollars to construct. The capital cost of Phase 4 is unknown at this time and will be a result of its finalized community amenities as well as ATC's ability to finance.

**Q.** What do you do with your organization's surpluses?

**A.** ATC has reinvested its organizational funds to support tennis development and facility capital projects/repairs over the years. We are also very active in the community, donating surplus funds to a variety of causes, charitable events and initiatives. We also work with partner agencies to reduce/remove any barriers to participate through training for youth in our city, by subsidizing costs for Calgary's under-resourced community.

**Q.** How confident are you that you will be able to complete this project?

**A.** We are very confident. We have previously raised \$12.5 million to construct the first two phases of our facility. We will continue to take a prudent approach to development and only construct each phase as funds allow.

## **Environmental**

**Q.** Will there be any trees lost to construct your project?

**A.** We are working out the details with our landscape architect and project team. We anticipate some trees will either be relocated or removed to make room for parking on the southeast side of the development. Any trees lost that can be relocated will be, and our plan is to plant a substantial number of trees around the perimeter of the property to improve the City of Calgary's urban forestry canopy.

**Q.** What is your plan to replace any lost trees?

**A.** We will plan to add trees along the perimeter on both parcels of land. We will work with landscape architect to select the appropriate landscape plan for the site. Our plan will add more trees and will help improve the City's urban forestry canopy.

**Q.** The Community will lose green space with this project. Will there be any green space left for our residents to enjoy?

**A.** Yes, as part of Phase 4 development, we intend to provide some green space in the southwest portion of the park. The park will be entirely accessible to the Acadia community and its residents.

**Q.** How will the land(site) be maintained?

**A.** We will work out the details with the City of Calgary, however we are prepared to continue to maintain both parcels of land as required in accordance with City of Calgary standards. Once the land is under our lease, we will maintain the land.

**Q.** What happens to Phase 4 land until it is developed?

**A.** Phase 4 land will remain a dedicated Green Space until we are able to develop the land (likely in 2028 or 2029). The City of Calgary will retain the right to use the land for recreation until we are ready to develop the land. We will communicate clearly and transparently with the community and ACA on timelines and next steps.

## Community engagement

**Q.** What is your plan for Community Engagement for your proposed development? Who have you engaged?

**A.** The City of Calgary has requested we engage our immediate neighbours regarding our development plan, including ACA, Lord Beaverbrook High School, St. Cecilia Church, Francis Klein Retirement Residences, Ecole de la Source School, Carriage Park Condominiums. To date all these stakeholders have been engaged along with Tennis Canada, Sport Calgary, Tourism Calgary, Parks Foundation of Calgary and Tennis Alberta. A community open house for Acadia residents will be held June 23<sup>rd</sup> and we have also promoted the expansion on our website and through our newsletter, annual reports and other communication tools.

**Q.** Will there be a community engagement process regarding the detailed designs of Phase 3 & 4?

**A.** Yes, we will engage the community as part of both our Phase 3 & 4 planning (community-open house). Additionally, we will work with our community association and residents of Carriage Park Condos to seek their feedback on Phase 4 planning.

**Q.** What is your level of support for this project?

**A.** We have received considerable support for this project, we are currently working with ACA regarding its support. We have received the support of all the other stakeholders listed above. We have received letters of support from many Calgarians, business owners in the Acadia community and from other stakeholders.

## Community

**Q.** How does this project benefit the community?

**A.** This project benefits the community in a variety of ways.

- The expansion will create jobs (temporary and permanent jobs) and generate millions of dollars in economic activity for the community, the City of Calgary, & the province of Alberta.
- Our expansion will continue to allow us to provide affordable recreational access to tennis for all citizens in Calgary.
- ATC is prepared to invest millions of dollars to construct and improve recreational facilities in Acadia Athletic Park at no direct cost to the City of Calgary or its taxpayers. It alleviates the need for the City of Calgary to reinvest tens of millions of dollars in future building and maintenance of recreational facilities, thus saving taxpayer money.

- It creates a long-term, physical community asset that can be enjoyed by Calgarians
- Our expansion further enhances the community and provides social, physical, economic and mental health benefits for our citizens.
- It allows our citizens (Acadians) to enjoy low-cost, accessible programming and court time for Calgarians, improving overall facility access by 63%.
- It allows us to increase the ATC's community-outreach programs for new Canadians, youth and members of the under-resourced community.
- It allows us to attract/host provincial, national and international events, generating significant economic impact through hotel reservations/visits.
- Increased visitors and customers will help support area businesses through the purchase of goods and services from local businesses, supporting directly and indirectly jobs for families and individuals.
- We believe our expanded facility will further positively impact residential land values within the community.

**Q. How does the ATC support the community?**

**A.** The ATC is very active in our Acadia community. Here is a summary of how we support the local Acadia Community:

- We employ several team members who live and work in the community. Some have purchased homes here.
- We have members who have relocated from other parts of the city to live close to the ATC.
- Provide complimentary access to ACA members during the summer
- Provide preferred school program pricing/scheduling for Acadia Schools
- We sponsor/donate to various community and charitable events, and programs (e.g. Acadia Youth Soccer Program)
- We directly partner with many businesses in the area including Italian Centre, Carriage House Inn, Violet & Co, AST Physiotherapy, Delta Hotel Calgary South, Calgary Co-op, Willow Park Wines, Showpass, Decathlon, Sporting Life,
- and other restaurants and businesses
- We've improved public safety by providing security cameras, which contribute to a safer community
- We've created hundreds of jobs for the community since 2016
- We've annually provided bursaries, and financial assistance to youth and families partnership with our community partners (Kidsport, KidsUpFront, Jumpstart, and other city/company partners) to provide barrier-free access to tennis.
- We partner with over 30 community based non-profit organizations to deliver tennis programming in our city/community.
- We invest organizational surpluses to support capital improvements, tennis and community development in the city and community.
- We have improved the profile of the Acadia Community through the staging of the Calgary National Bank Challenger which has seen 55,000 spectators and delivered a world-wide audience to over nearly 850,000 viewers.

**Q.** How long has this project been in the works?

**A.** Our Facility Development Plan has been in the works since 2020. We have been working with the City of Calgary since 2021 to acquire the leased land from the City for Phase 3 & 4 of our development. Discussions have advanced now that we are ready to pursue Phase 3 & 4 of our development.

**Q.** What is the general perception of the project with the city?

**A.** Extremely positive, the City and ATC have always enjoyed a very positive relationship, and they would like to see this development occur.

## **Parking, security, access**

**Q.** Acadia currently experiences a shortage of parking in the community; how will you address this?

**A.** We are contracting a transportation consultant who will work with us. Phase 3 will more than double the amount of parking on our current site. Our plan is to add 89 parking stalls, bringing the total to 161. Additionally, we have excellent relationships with LBHS and Carriage House and have used their lots as overflow at various times.

**Q.** We understand you may build a pathway on the site; will it be accessible to the community?

**A.** Yes, we are planning to add a pathway which will extend our walking pathway from our existing parking lot to the southwest parcel of perimeter (laneway). Additional paths/sidewalks will also be added on the site. All our pathways will be accessible for the community to use as a walking pathway.

**Q.** How will you improve site and community security?

**A.** We will install exterior security cameras for both parcels of land to protect against the threat of vandalism and crime. Additionally, we will employ a security team to patrol the site. We feel these initiatives will improve both site and community safety. The extended hours of operation (15 hours a day) have helped to improve public safety in the community.

**Q.** Do you plan to install lighting for your development?

**A.** Yes, we plan to install lamp poles on the site and eventually we will install lights for our outdoor court lights. The presence of lights also becomes a deterrent for criminal/vandalism activity and improve community/public safety.

## **Construction disturbance and noise**

**Q.** How will you mitigate any construction disturbances or noise issues?

**A.** We will work with our construction team and abide by all City of Calgary bylaw requirements to ensure there is minimal disruption to the community. Additionally, we will create a communication plan to ensure that residents are notified of any potential disruptions to the community — well in advance.