
2025

ANNUAL REPORT



OSTEN & VICTOR Alberta Tennis Centre
295, 90th Avenue SE, Calgary, AB, T2J 0A1
www.albertatenniscentre.ca



IN MEMORY OF AL OSTEN

A life well lived

January 9, 1931 - January 23, 2026



[Graduation Day](#)



[16 Teens](#)



[Love me Again](#)

Rover Boys Songs you can enjoy!



Our founding donor and naming partner, Al Osten passed away at the age of 95 on January 23rd, 2026. In 2023, Al lost his partner Buddy Victor of 65 years who died just five days from his 93rd birthday.

Born in Saskatoon, on January 9, 1931. Soon after he was born, Al and his family moved to Edmonton where he grew up. Osten fell in love with the arts community, ultimately moving to Toronto to pursue his dream of a career in show business. Al and Buddy met in 1957, when Buddy joined the Rover Boys, a doo-wop group. Their hit song "Graduation Day" became a Top 20 school on the US hit chart. The Rover Boys went on to perform on the Tonight Show at Radio City Music Hall, opened for Tony Bennett in Atlantic City, and performed on Dick Clark's American Bandstand. They also performed in Las Vegas. Al Osten & Buddy Victor have also been credited for discovering legendary Canadian singer Paul Anka.

In 1967, Buddy and Al pursued an opportunity to invest in an up-and-coming business opportunity, Weight Watchers. In doing so, they purchased the Alberta Weight Watchers franchise and later the Saskatchewan franchise. They subsequently sold the business in 2013. As a result of their good fortune and success, Al and Buddy, have had the opportunity to support various charitable organizations, including Pilgrims Hospice, the Art Gallery of Alberta, the Victor-Osten Foundation and Alzheimer's Society in Edmonton, as well as the OSTEN & VICTOR Alberta Tennis Centre, Theatre Calgary, and the Osten-Victor Foundation in Calgary, to name a few.

During the planning of our Tennis Centre, our Board Chair and founder, Ron Ghitter encouraged Al and Buddy to donate to our tennis centre. Despite never playing tennis or having much interest in the sport. Al Osten & Buddy Victor's donation helped pave the way for the construction of the OSTEN & VICTOR Alberta Tennis Centre in Calgary. Since opening its doors in 2016, the OSTEN & VICTOR Alberta Tennis Centre has become the crown jewel for Canadian Tennis, servicing nearly 50,000 Albertans year. Since 2016, the Centre has won over 20 industry awards and has become a beacon of inclusive and accessible tennis in Alberta.

"Al and Buddy were dear friends of my wife Myrna and me. Without their generous financial and spirited support, the enormously successful Osten Victor Alberta Tennis Centre in all likelihood, would never have come into being. We are immensely grateful for their friendship and support. Their legacy of generosity and philanthropy will be an inspiration", said Ron Ghitter, ATC Founder and Director.

Our board and team offer our heartfelt condolences to Al Osten's friends and family. Al contributed greatly to Alberta and will be deeply missed. On behalf of all of us at the OSTEN & VICTOR Alberta Tennis Centre, thank you Al, a life well lived.



Annual Report 2025

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ACKNOWLEDGEMENTS

The OSTEN & VICTOR Alberta Tennis Centre (ATC) would like to thank our donors, members, program participants as well as funding supporters and partners, for their continued support of our Tennis Centre.

We would like to thank the Province of Alberta, City of Calgary, Parks Foundation of Calgary, Tourism Calgary, Tennis Canada, Tennis Alberta, National Bank and Rogers Communications for their direct support of the ATC. Without their support, none of our success would be possible.



CONTACT

Danny Da Costa

Chief Executive Officer

(587) 393 1604

ddacosta@albertatenniscentre.ca

MESSAGE FROM OUR FOUNDER

Ron Ghitter



Dear Members of our Tennis Community,

This May, we are proud to mark the 10th anniversary of the OSTEN & VICTOR Alberta Tennis Centre. This significant milestone reflects our commitment to advancing the sport and enhancing recognition for the tennis community in Alberta and across Canada.

Managing a tennis facility presents significant challenges, yet the team has consistently surpassed the expectations set by our Board. I would like to formally acknowledge the ongoing dedication of our CEO, Danny Da Costa, along with his colleagues at the ATC. Under Danny's leadership, the staff diligently balance the requirements of our members, customers, and stakeholders daily. It is widely regarded that the ATC, is among the best tennis facilities in Canada, and one of the top community-based facilities in the tennis industry.

Our ongoing success is thanks to our dedicated members and customers, whose support has been crucial to our achievements. Your commitment to the ATC over the past decade has paved the way for our Phase 3 expansion, which will provide more court time for both public and general use.

At the time of writing this memo, we are waiting for the final approval from the City of Calgary to acquire more land southeast of our facility. This would allow us to build an additional eight courts. We are optimistic that an official announcement will be made soon, so we can begin construction planning and start our fundraising efforts. If everything goes as intended, we hope to start construction later this year.

We're excited about our expansion plans but recognize the substantial effort needed to secure funding. We remain optimistic that, with support from our members, customers, stakeholders, the tennis community, and corporate Calgary, we will obtain the necessary funding to begin construction.

I want to express my gratitude for the commitment shown by our Board Chair, Al Fowler, and our dynamic and diverse team of volunteer directors. I'm also proud of our outstanding staff, who work every day to deliver the level of service needed to uphold our facility's high standards.

On a personal note, I am greatly saddened by the recent passing of my close friend, Al Osten. We also lost Buddy Victor, Al's long-time partner, a few years ago. Both Buddy and Al were valued friends to me and my wife Myrna. Their generous contribution to our centre made it possible for the ATC to begin; without their support, this achievement might never have happened. We owe both a great debt of gratitude, and their legacy will continue to be a meaningful part of tennis in our community.

With gratitude to all our tennis supporters, thank you!

Regards,

Ron Ghitter, CM, KC
Founder & Director
OSTEN & VICTOR Alberta Tennis Centre

MESSAGE FROM OUR BOARD CHAIR

Al Fowler



Dear Members, Program Participants, Board Members, Staff & Stakeholders;

It is again my privilege to report on the continued tremendous success of Osten & Victor Alberta Tennis Centre (“ATC”), now having completed its ninth year of active operations. ATC continues to be blessed with exceptional management, strong membership, robust court utilization, excellent facilities and solid finances.

Danny and his large team deserve immense credit for their continued excellent execution of all facets of ATC. We are indeed fortunate that Danny and his team have the passion, positive culture and broad range of skills necessary for ATC to operate at the highest standards possible.

The growth of tennis in Alberta together with the success of ATC, have led to demand for courts outstripping supply. The Board is very aware that the extreme pressure for courts is leading to frustration. There are multiple competing interests for court time, so Danny and team must continually consider the optimal balance in the circumstances. Unfortunately within our current facility limits, there simply are no magic answers. As indicated by Danny, we are optimistic that our long-awaited expansion will be approved in 2026. Once again I will state that the Board will be committed to using the expansion opportunity to significantly expand general court booking access.

Our Board now consists of ten individuals, including two representatives of Tennis Alberta and two former senior executives of Tennis Canada. Collectively, the Board members bring significant experience, connections and tennis savvy resulting in a very high-function Board, which I am proud to be a part of.

I wish to acknowledge the remarkable life and generosity of Al Osten, who passed away recently. He and his lifelong partner, Buddy Victor, were fundamental to the founding and success of ATC. We at ATC are all grateful for having known Al and Buddy, as well as benefitted immeasurably from their incredible philanthropy.

The original vision of our amazing founder, Ron Ghitter, is very much alive and well. The outlook for ATC is indeed exciting. Let's all enjoy the ride!

Best wishes to all

Allan Fowler



MESSAGE FROM OUR CHIEF EXECUTIVE OFFICER

Danny Da Costa



Dear Members, Program Participants & Stakeholders,

I want to sincerely thank all our members, participants, partners, and key stakeholders for their essential contributions to another successful year at the OSTEN & VICTOR Alberta Tennis Centre (ATC). As we move forward, our organization is making a growing impact in both tennis and the wider sporting community throughout Canada.

I celebrated ten years as CEO of the ATC in 2025. Guiding the centre from its beginning and watching it become one of Canada's leading tennis facilities has been an honour. Looking back over the last decade, I am very proud of everything we have achieved. We have fostered a culture rooted in excellence and offered top-tier facilities, programs, and events. Most importantly, I am proud of how our centre positively affects our community, enriching the lives of everyone who comes through our doors each day.

The past year marked significant change for ATC. After hosting the 5th Calgary National Bank Challenger, we chose to discontinue the event due to economic uncertainty, court constraints, and our focus on facility expansion. We also completed our 2025-2030 strategic plan, built around Building the Game, Playing the Game, and Staying in the Game. ATC is on track to achieve its 2026 objectives. Learn more about our strategic plan [here](#).

The immense popularity and demand for tennis in our facility, resulted in a conscious effort to reduce our internal membership quota. We closed our membership and created a membership waiting list. These changes, along with other changes to programming and scheduling improved access to court time (regular and non-member play).

Our players continue to impress. Cleeve Harper reached #82 in ATP doubles, joined Canada's Davis Cup Team (2-0 vs. Israel), debuted at a Grand Slam with a match win, and finished as Canada's top doubles player. Juniors Zimo Bai placed 8th at U14 Nationals; Matthew Popa earned 3rd in U14 singles, finalist in doubles, and won U12 outdoor doubles. ATC athletes Alexia Jacobs (University of Washington) and Hailey Murphy (Texas Tech) both qualified for NCAA Championships and hold NCAA singles and doubles rankings.

Our team at ATC continues to motivate and nurture players of every age and skill level, achieving impressive outcomes both on and off the court. Here's a summary of our 2025 accomplishments:

- More than 50,000 visitors came to the ATC for programs, services, and events.
- Tennis instruction and programming reached 20,000 Albertans.
- Court usage was strong, averaging 83% annually and peaking at 90% during the busiest season.
- We hosted 22 provincial, national, and international events
- 2,500 children joined our school tennis program this year, bringing the total to 67,500 since 2016.
- We employed 44 coaches, with 11 new hires this period.
- 20 training and development opportunities were offered to the team
- \$75,000 in funding supported tennis growth and community events through various organizations.
- We partnered with 30 community groups to make tennis more affordable and accessible.
- ATC Team and Board Members received 6 national awards for their contributions.

MESSAGE FROM OUR CHIEF EXECUTIVE OFFICER

Danny Da Costa



We are committed to expanding tennis in our community by supporting equity and offering inclusive programs. As part of the City of Calgary's Sport Hub Program, we delivered more than 120 classes across four neighbourhoods: Forest Lawn, Shawnessy, Dover, and Huntington Hills. Collaborating with Tennis Alberta and the Calgary Tennis Society, we hosted the Black Girls in Tennis (BGIT) event at the ATC, providing court space, coaches, and female youth mentors. Our school program continues to offer affordable tennis access in Calgary, with 2,500 participants expected in 2025—raising our total to 67,500 since 2016. In addition, we support players from under resourced communities and newcomer families through the Friends of Ron Gitter Fund and Everyone Can Play Program. At our Centre, an inclusive approach to tennis development ensures that people of all ages, abilities, and backgrounds can continue to enjoy the sport.

Our Board and Management have been working behind the scenes to acquire the adjacent lands to the south to expand our facilities, creating a 'campus style facility' for tennis players to enjoy the sport in Alberta. We remain hopeful that our facility development project will advance in early 2026 with construction to begin in late 2026. The next phase of our Facility Development Plan will allow us to achieve continued growth while creating more opportunities for public access and member play.

I would like to extend my appreciation to our Board of Directors, members, and program participants for their ongoing support of our Tennis Centre. I also wish to acknowledge our entire team for their dedication and significant contributions throughout the past year. Our achievements are a direct result of their commitment, professionalism, and leadership. The team embodies the values and mission of our Tennis Centre, ensuring that ATC maintains its position as one of Canada's premier tennis facilities.

Over the last nine years, we have established an organization that consistently surpasses expectations and delivers exceptional experiences and events for our members and the broader tennis community. As we approach our tenth anniversary in 2026, we remain committed to supporting and fostering the growth of tennis within Alberta.

Sincerely,

Danny Da Costa
Chief Executive Officer
OSTEN & VICTOR Alberta Tennis Centre



ALBERTA TENNIS CENTRE AT A GLANCE

The OSTEN & VICTOR Alberta Tennis Centre is a world-class state-of-the-art, fully accessible tennis centre. The Centre has been built to national and international specifications and regularly hosts provincial, national and international tennis competitions. Winner of numerous awards, the ATC continues to be a leader in tennis development in Canada.



HONOURS & RECOGNITION



Tennis Canada Awards

- Facility Excellence Award (Facility of the Year), 2017
- Hall of Fame, Builder Category, 2022 (Ron Ghitter)
- Club Professional of the Year, 2022 (Nick Coutts)
- Women in Coaching Excellence, 2024 (Suzana Cavalcante)
- TPA Innovation Award, 2024
- Course Facilitator of the Year, 2025 (Nick Coutts)
- Gary Caron Scholarship, 2025 (Yurii Kushnir)
- Distinguished Service Awards, 8 recipients



Other Awards

- Queen Elizabeth II Platinum Jubilee Medal, 2024 (Danny Da Costa)
- Canadian Sport Tourism Award, 2024 (Calgary National Bank Challenger)
- Growth Comppss ScaleUp People's Choice Award, 2024



OUR VISION



“To be the best community-based Tennis Development Centre in Canada”.

OUR MISSION



“We will be a vibrant community hub, inspiring players to enjoy tennis and develop at all levels as a healthy sport for life”.

OUR VALUES



Excellence, Accessibility, Community, Respect





OUR 2025 TEAM

BOARD OF DIRECTORS

Al Fowler, Board Chair
Wendy Ng, Vice-Chair & Treasurer
Ron Gmitter, Director & Founder
Steve Kirk, Director
Michael Smith, Director

Derrick Rowe, Director
Michael Downey, Director
Harish Consul, Director
Michael Bennett, Director
Barbara Rypien, Director

LEADERSHIP & MANAGEMENT TEAM

Danny Da Costa, Chief Executive Officer
Nick Coutts, Tennis Director
Kara Noel, Membership & Marketing Director
Adam Bond, Assistant Tennis Director
Sila Huang, Manager of Club Administration
Luka Gokadze, Member Services & Ops Manager
Lucas Noguera, Head, Junior Development

Diana Jacobs, Head, Junior Competitive Tennis & Events
Sixto Solomon, Maintenance Manager
Marc Colangeli, Head, High Performance
Kateryna Tymets, Café Supervisor
Micheline Cloutier, Corporate Secretary (external)
Myla Kindopp-Stene, Accountant (external)
Jane Xu, Imagine Leadership (HR external)



Administration (9)

Danny Da Costa, Sila Huang, Luka Gokadze, Kara Noel, Kirsten Walker, TingTing Xiang, Micheline Cloutier (ext.), Myla Kindopp-Stene (ext.), Jane Xu (ext.)

Athletic Development (5)

Hichem Saidi, Lena Tysbouk, Toni Klaric, Angelina Claughton, Shane Nicholls

Cafe Services (4)

Kateryna Tymets, Anna Voienna, Clarie Peck, Sun Bhachu

Maintenance (4)

Sixto Solomon, Jipsy Guntan, Albe Hubajib, Esteven Balbin

Member Services (14)

Mahnaz Azami, Asia Ongjoco, Pearl Hunt, Barbie Jean, Kirsten Walker, Tingting Xiang, Orion Lebrecht, Anika Ongjoco, Sage Odesanya, Daniel Bahadoursingh, Claire Best, Maura Bugera, Leanne Alfaro, Elisha Cuenca,

Tennis Department (44) (FT/PT/Seasonal)

Nick Coutts, Adam Bond, Marc Colangeli, Marin Cens, Diana Jacobs, Lucas Noguera, Alec Morariu, Mark Paklepa, Daniel Henschel, Roberto Vicentini, Toni Klaric, Yurii Kushnir, Mark Sauer, Shane Nicholls, Alex Vukovic, Adrien Chartier, Karan Singh, Lena Tysbouk, Pearl Hunt, Irada Guseinova, Senna Kingsmith, Rahul Duggi, Dana Pallesen, Andrew Ochotta, Don Best, Hao Pan, Brandon Lin, Dawson Khademazad, Yanozie Amadike, John Cherweniuk, Trevor Eitzen, Elisa Palmai, Diego Ravelo, Hichem Saidi, Ken Staniewski, Jeff Chang, Chaya Vajpey, Byung Chun, Kiyan Nayeri, Angelina Claughton, Suzana Cavalcante, Oleh Kuzemchak, Steven Chavez, Quentin Maille

Stringing Team (4)

Sila Huang, Brian Sholom, Brandon Lin, Adrian Jugovic

STRATEGIC PLAN 2025-2030

Key Priorities



BUILDING THE GAME

- Complete facility expansion to serve Calgary's growing tennis community
- Hire and retain Canada's top tennis leaders, coaches and board members
- Re-invest organizational surpluses to support facility renewal and tennis development
- Improve visibility of tennis through hosting world-class events

PLAYING THE GAME

- Increase participation - getting more players playing tennis
- Increase public access by providing more year-round access to tennis
- Move new/existing players through ATC's development pathway
- Offer affordable access and programs for new Canadians, under-resourced youth and families

STAYING IN THE GAME

- Retain players for life as players, volunteers, board members, coaches and officials
- Leverage digital technology to improve member and customer experiences
- Deliver superior customer service and member experiences
- Improve the visibility and promotion of tennis

IMPACT REPORT

KEY PERFORMANCE INDICATORS

2025

BUILDING THE GAME



FACILITY DEVELOPMENT PLAN



NEW STRATEGIC PLAN



COMMUNITY INVESTMENTS
& GIVING

PLAYING THE GAME



IMPROVED PERFORMANCES

50K

FACILITY USERS & PARTICIPATION

20K

LESSON & PROGRAMMING
PARTICIPATION

MAJOR ACHIEVEMENTS



New Strategic Plan



Participation



Capital Improvements



Expansion



Partnerships



Training

STAYING IN THE GAME

44

COACHES EMPLOYED AT ATC



TEAM TRAINING &
PROFESSIONAL DEVELOPMENT



IMPROVED ACCESS



BOARD OF DIRECTORS

20 ANNUAL 25 REPORT



10% Increase in board female representation

2 New board members added



2025-2030 Strategic Plan
Approved

\$30K Alberta Tennis Development Fund
established; 1st investment

20%
Women in Leadership (board representation)

30%
Board Diversity (ethnicity/female representation)



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HUMAN RESOURCES & PERSONNEL

20 ANNUAL 25 REPORT

Management continues to invest and prioritize professional development and training for its team members to ensure ATC can continue to grow the tennis community in Alberta and elevate member and public experiences.

- Human resources review was conducted, identifying key priorities for the 2025-2030 strategic plan period
- 10+ training opportunities provided to ATC Team Members in the areas of mental health, first aid, coach certification and financial literacy
- Continued support for diversity, equity and inclusion initiatives which support tennis development



3

INTERNAL PROMOTIONS



6

2025 AWARDS WON



10+

TEAM TRAINING OPPORTUNITIES



**SUPPORT FOR
EQUITY CAUSES & INITIATIVES**



**MENTAL HEALTH
WORKSHOPS & TRAINING**



**YOUTH MENTORSHIP
& TRAINING**

22

New hires in 2025
• 11 tennis professionals

8.3%

Increase in workforce year-over-year

65

ATC employees

50%

Women in Leadership (management team)

20%

Female tennis professionals

46%

Female workforce (overall)



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ATC MEMORIES

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FACILITY DEVELOPMENT REPORT

20 ANNUAL 25 REPORT



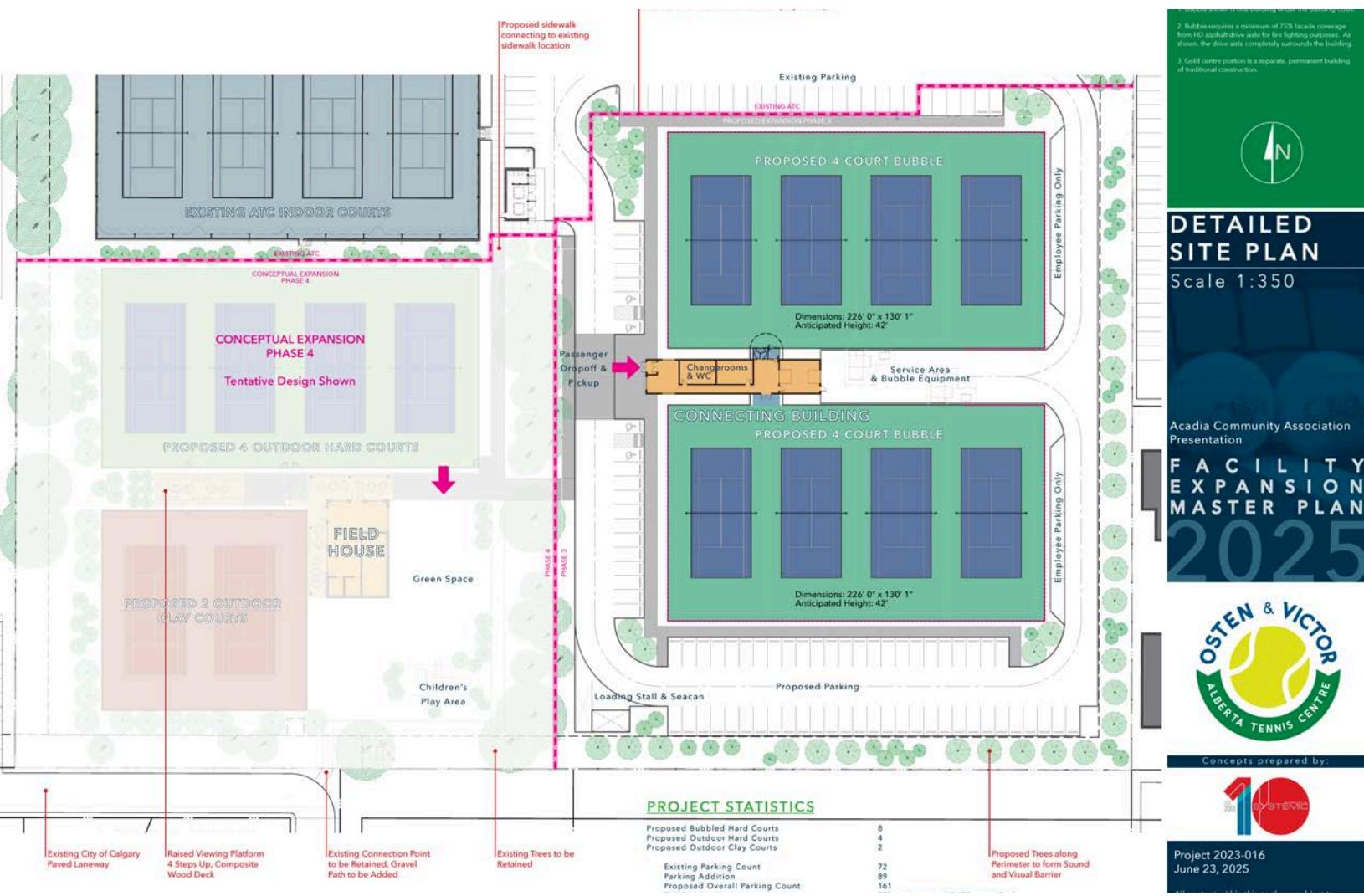
FACILITY DEVELOPMENT (Phase 3)

- Community engagement sessions held with residents & key stakeholders
- Formal proposal submitted to City of Calgary to expand ATC Facility
- Discussions with City of Calgary; decision forthcoming Q1-2026
- Project management team established



CAPITAL IMPROVEMENTS & LIFECYCLE REPAIRS

- \$500,000 investment - LED lighting system replacement
 - Awarded \$75,000 grant from Parks Foundation of Calgary

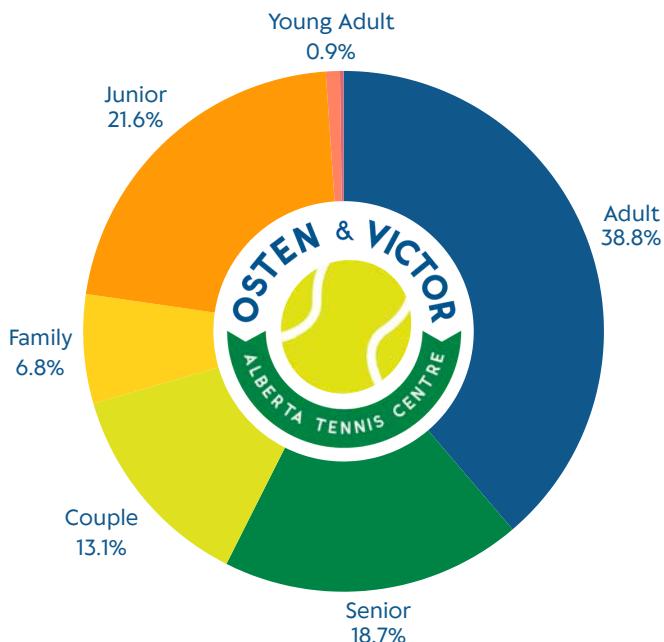


MEMBERSHIP REPORT

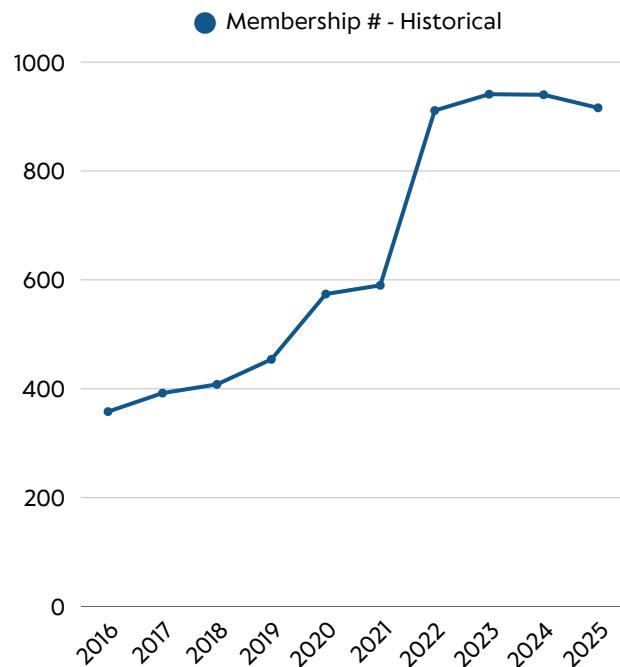
20 ANNUAL 25 REPORT

- Planned reduction of 24 annual memberships to support increased public /regular play
- Membership cap is reviewed regularly; waiting list of 200 players

Percentage Breakdown
Membership



Historical Membership by Year



2.5% ↓ Membership decreased by 24 in 2025



Member Rewards Program

- 110 new accounts
- 550+ accounts registered

180 # of people on waiting list

95% Member Engagement
Actively used facility in 2025

 **45%**
Facility usage by gender (female representation)

 **22%**
Member demographic (junior representation)

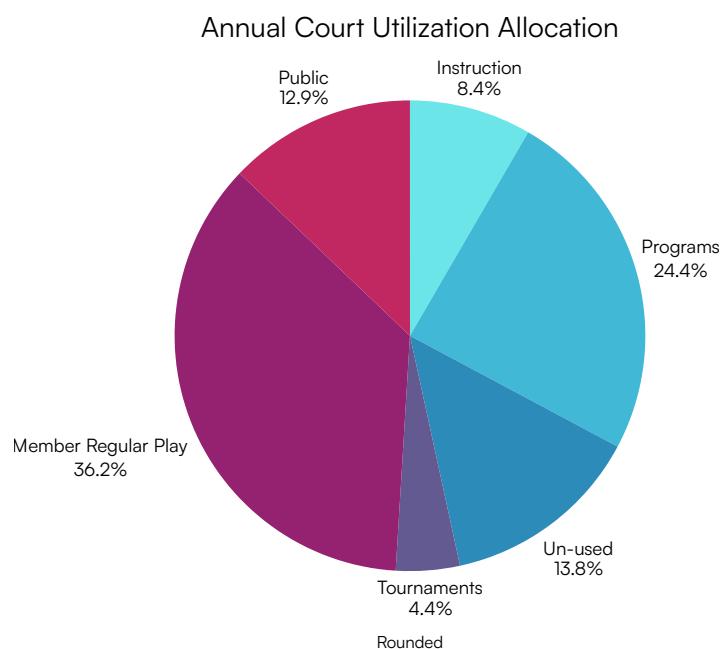


PUBLIC & COURT UTILIZATION REPORT

20 ANNUAL 25 REPORT

Management continues to balance court utilization to meet organizational objectives. Changes to member count have facilitated more public & regular play court bookings, improved member/non-member access to courts

- Programming was maintained in 2025, with less than <1% growth;
 - ATC programming is available for members and general public
 - ATC prioritized off-site community partnerships to deliver tennis programming
- **41,581** total hours of court reservations of which **30,653** hours were used by members (74%)



10.9K+ Public players booking courts

70.4K Total available court time in 2025

74% Courts utilized (booked) by members in 2025

83% Overall court utilization in 2025

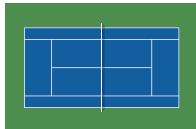
45%
Overall facility usage by gender (females)

90%
Court utilization peak (indoor season: October - May)



TENNIS DEVELOPMENT PARTICIPATION SUMMARY

20 ANNUAL 25 REPORT



50K+
Users

30+
Partners

delivering affordable tennis
programs and services



20K+

instruction provided to Calgarians

Overall Program Participation



11,002

total program registrations (junior & adult)

7,104

private & group lessons taught

652 social & community
participants

Community Tennis

4 partners

Oakridge, Elbow Valley, West
Hillhurst & Wildwood

1,044

seasonal community tennis
participants (programs)

Community Outreach Programs

803 570 Nike Tennis camps &
233 HP camp participants

4 Sport Hub Communities

Forest Lawn, Shawnessy, Dover, Huntington
Hills. 124 classes taught and 291 children

450 School Interruption Camp

- 5 weeks
- ATC heavily subsidized

Member Engagement

223K+ Member Rewards points
allocated

 **95%**
Members participating in programs & services

 **80%**
Member Rewards program enrolment

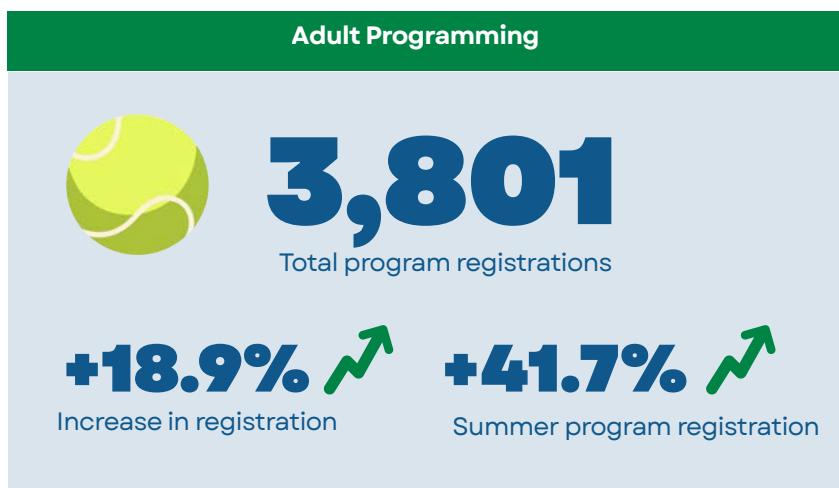


TENNIS DEVELOPMENT ADULT PROGRAMMING

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We continue to experience positive growth in our adult programming, which highlights the growing demand for tennis in our community. The variety of program offerings ranging from themed based social to skill-based events ensuring strong appeal across a broad demographic of adult players.

This growth demonstrates not only strong member and non-member interest, but also the positive impact of consistent programming, effective communication, and a welcoming club culture.





COMMUNITY OUTREACH REPORT

20 ANNUAL 25 REPORT

We continue to foster a strong relationship with the community we live, work and play in. Our team has worked diligently to grow the sport of tennis in our city and across the country. Our reach even included providing international support to nations which are under resourced.

- Hosted Black Girls in Tennis (BGIT) program with court time, coaching support and youth mentorship
- Continue to partner with U of C Dinos Tennis Team as their official home and training partner
- Delivered wheelchair tennis program to Calgary Athletes
- Donated equipment to organizations in the Phillipines and Rwanda as part of our community outreach

School Tennis Program



67,500+

School children taught since 2016



2.5K

School children taught

Charitable Giving

20

Community events
supported in 2025

\$75K+

ATC donations to charities and
other community causes



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TENNIS DEVELOPMENT HIGH PERFORMANCE

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ATC players continue to produce excellent results provincially, nationally and internationally

- Enzo Colangeli and Henry Podwalski won the U8 Doubles Championship at Little Mo International event in Florida. Joining them were Arianna Chacon and Aria Bloom who also won the Little MO International Doubles title
- Arianna Chacon reached the singles finals of the U8 Little Mo International event in Florida. Aria Bloom reached the semi-finals of the same event
- 12 of our U10 players were selected to Tennis Alberta's U10 provincial team training camps





TENNIS DEVELOPMENT HIGH PERFORMANCE



#82 ATP

Cleeve Harper achieved a career high doubles ranking; named a member of Canada's Davis Cup Team



11 Trips

Supported and organized national & international trips

Silver WDP

Top 5 ranked program in Canada

Top HP Results (Junior Players)

2

Top 8 finishes at Junior Nationals in 2025

- Zimo Bai - Top 8 singles U14 Nationals (outdoor)
- Matthew Popa - U14 Doubles National Champion (outdoor), 3rd place singles & doubles finalist (indoor)

2

Stanley Park Open Champions, Vancouver, BC

- Alexia Jacobs, Open Singles Champion
- Zimo Bai, U14 Girls Champion



5

Graduating HP Players;
4 NCAA scholarships

5

Tennis Alberta Provincial
Championship Titles won

Cleeve Harper - Results

- Achieved ATP Career high ranking of #82 ATP Doubles
- Rd 16 Doubles at NBO (Masters 1000) in Toronto
- Competed at US Open reaching Rd 32 Doubles
- Member of Canada's Davis Cup Team (2-0 record)
- Named to Team Canada at United Cup

National & International Excellence

10

Players qualified for Jr. Nationals

11

ITF World Ranked Juniors U18
(7 female / 4 male)

4

ATP / WTA Ranked (singles/doubles)
Cleeve Harper, Josh Peck, Adam
Faragcao, Alexia Jacobs

NCAA / OTHER RESULTS

2

NCAA Ranked (singles/doubles)

- Alexia Jacobs (U of Washington)
- Hailey Murphy (U of Texas)

2

Players participated in Tennis Canada
National Training Centre Program, Camps
or Tours (Zimo Bai & Matthew Popa)

U10 Team

ATC U10 Team Results at Western
Canadian Championships:
U10 Boys - Champion (Edmonton)
U10 Girls - 2nd Place (Edmonton)
U10 Girls - 3rd Place (Edmonton)



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COACHING & LEADERSHIP DEVELOPMENT

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ATC continues to distinguish itself as a national leader in coach education and development.

- ATC Coaches were recognized with 3 Tennis Canada Awards:
 - Nick Coutts - Course Facilitator Excellence Award
 - Nick Coutts - Tennis Canada Distinguished Service Awards
 - Yurii Kushnir - Recipient of Gary Caron Award (coaching)
- Danny Da Costa & Nick Coutts were headline speakers at Tennis Canada's Club Leaders Conference in Toronto speaking on Tennis Development, programming and facility development





COMPETITION & EVENTS REPORT

20 ANNUAL 25 REPORT



**U9
Girls**

6 ATC Players

**U10
Girls**

5 ATC Players



**U9
Boys**

3 ATC Players

**U10
Boys**

6 ATC Players

Tennis Alberta Leaderboard Rankings for U9/U10

EVENTS HOSTED

Provincial, National, International at ATC



22

tournaments hosted

1,134

total entries

1,478

matches played

TOURNAMENT RESULTS

Events hosted by ATC



30

championships
ATC Players

29

finalists
ATC Players

- 40 children participated in 3 Red Ball events
- Hosted 16 players from International Tennis Fellowship of Rotarians during the International Rotary Convention in Calgary; players were from all over the world



19

Provincial events hosted



1

National event hosted
U12 Nationals



2
International events
hosted

25

Girls participated in the Game Set Match Event with female mentors

100%

ATC win rate for U9/U10 events hosted

90%

ATC players achieving finalist for events hosted



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www.albertatenniscentre.ca



MARKETING & SOCIAL MEDIA

20 ANNUAL 25 REPORT



- Award & Recognition Program created - recognition boards/trophies
- ATC launched new monthly newsletter (ATC Scoop)
- Created monthly member/team coffee chat program
- Improved member and player recognition through regular social media posts on results/achievements

ABOUT US

OSTEN & VICTOR Alberta Tennis Centre (ATC) is a non-profit, community-based, tennis centre located in southeast Calgary (Acadia). Since opening our doors in 2016, we have delivered tennis to over 300,000 Calgarians including 65,000 children as part of our School Tennis Program. Our state-of-the-art family-friendly facility offers a variety of programs for all ages and skill levels, including recreation and operations. We are also deeply invested in our community, and making Acadia a great place to live, work, and play in. To learn more about the ATC visit: www.albertatenniscentre.ca

How We Benefit The Community

- Create new and temporary jobs and increase economic impact
- Positively impact residential land values within the community
- Attract new families to the area and encourage them to move
- Create a long-term physical community asset and public amenities
- Invest millions of dollars to construct and improve recreational facilities
- Acadia Park is a great place to live, work and play in
- Enhance our community by providing social, physical, economic and environmental benefits
- Allow us to expand our outreach programs and access to tennis

Our Proposed Project

Our proposed development will see us lease two parcels of land from the City of Calgary in Acadia Athletic Park to add more year-round tennis courts in Phase 3 as well as 89 additional parking stalls. Site improvements will be made to improve security and community access. Our Phase 4 development will create new public amenities and additional seasonal tennis courts, making Acadia the place to live, work and play tennis.

Proposed PHASE 3

- 24m-Supported structures (each with 4 indoor courts)
- Additional 69 parking stalls
- Reception building
- Landscaping, trees, lighting
- Additional security cameras
- Site-monitored security

Conceptual PHASE 4

- 6 seasonal tennis courts
- Community pathway
- 12,000 sq. foot Green space
- Playground (children's area)
- Landscaping, trees/lighting
- Outdoor patio
- Additional security cameras
- Site-monitored security

For more information on our Expansion Project Plan please scan the QR code:

55% Female

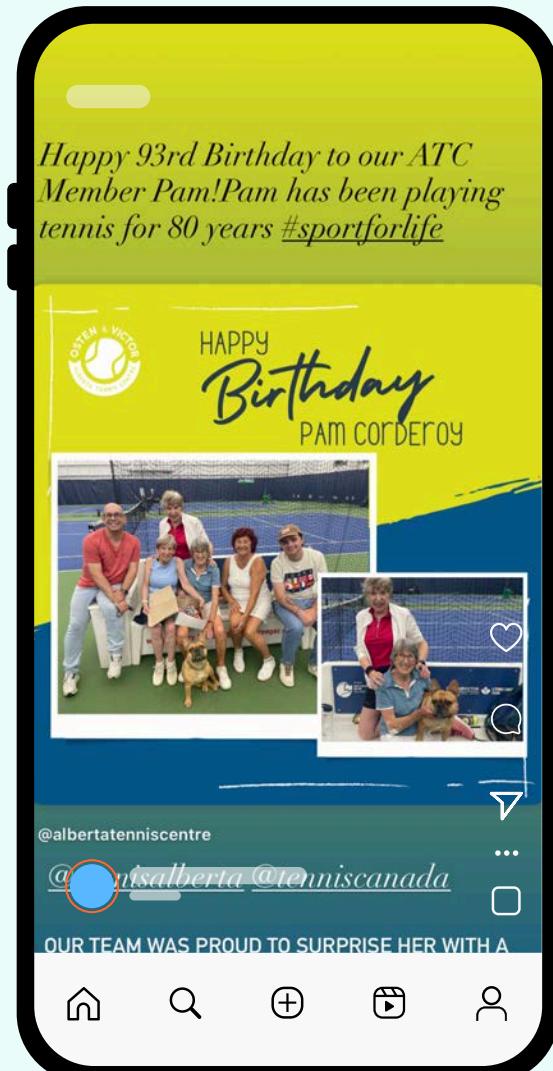
Instagram audience demographics (25-54 years of age)

2,483 Instagram followers

11.6% Growth in Instagram users

519K Instagram views; 15.6K visits

23.6% Increase in Instagram views



KEY PRIORITIES

2026



Building the game

Expansion

- Secure city approval
- Begin Phase 3 capital raise/planning
- Project planning & procurement
- Commence Phase 3 construction

Governance & Operating

- Improvements to Governance Model
- Policy and Procedure changes
- Succession Planning
- Committee structure

Playing the Game

Programs & Pathways

- Develop Health & Wellness Pathway
- Event hosting and competitive structure
- Improved performance and player progression

Participation & Access

- Grow community outreach programs
- Increase community partnerships
- Improve public access/opportunities
- Improve court player access opportunities

Staying in the Game

Customer Service

- Improvements to service delivery
- Enhance member rewards program
- Club software review/improvements
- Café innovations (POS system)

Training & Development

- Employee recognition program
- Invest in customer service training
- Invest in professional development opportunities



ATC MEMORIES

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First
GRAND SLAM
men's doubles win

Cleeve
Harper



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