

Presentation to Town Council



NIAGARA-ON-THE-LAKE PICKLEBALL

February 2020

What is Pickleball?



**In June of 2018
we challenged Council**

Bathurst N.S. Pickleball Club, 2017



And how did Council respond?



August 2018



September 2018



Virgil, Ontario May 2019

WOW! ... and thank you

How successful? – Club events draw an active membership to play on hot summer days



Summer Pickleball and Picnic Social



Pickleball courts well-used



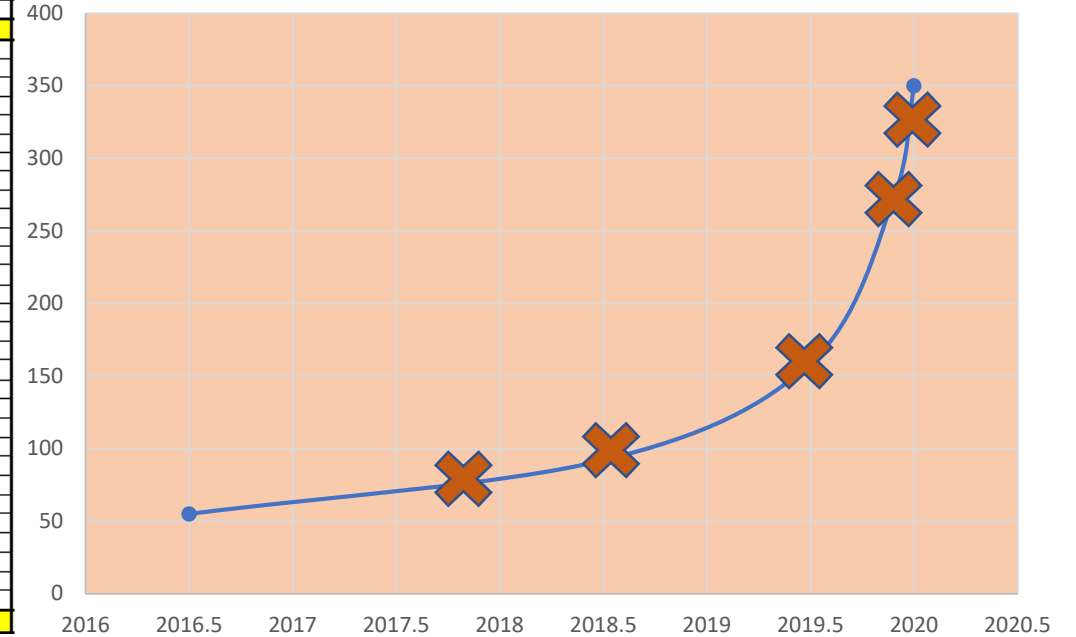
It was a busy day on the pickleball courts in Virgil Saturday, with Jarvis and Gord Neufeld returning the serves from Braydon and Simon Archer. They said playing outdoors is more fun than the indoor game, although a wind screen would be helpful — the wind has a big effect on the light ball used in the sport. Sophia and Andrew Attema were also enjoying the new courts, liking the outdoor exercise, they said. *(Fred Mercnik)*

A Timeline of Phenomenal Growth

- In December 2017 – 55 members - 8 hours of scheduled play

Membership

Time	Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday			
	CC	Virgil	CC	Virgil	CC	Virgil	CC	Virgil	CC	Virgil	CC	Virgil	CC	Virgil		
7:30 AM																
8:00 AM																
8:30 AM	Open (\$4.00)										Open (\$4.00)					
9:00 AM																
9:30 AM																
10:00 AM				Intermed Advanced (\$6.00)						Advanced (\$6.00)			Various Times Available Check Team Reach weekly for updates on these sessions			
10:30 AM																
11:00 AM																
11:30 AM																
12:00 PM																
12:30 PM																
1:00 PM																
1:30 PM		Ladder Play Intermed (Prepaid)														
2:00 PM																
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4:00 PM																
4:30 PM																
5:00 PM		Ladder Play Advanced (Prepaid)														
5:30 PM																
6:00 PM																
6:30 PM																
7:00 PM																
7:30 PM																
8:00 PM																
8:30 PM																
9:00 PM																
Hours	2	6	3	3	2.5	2.5	3	3	2	6	4	0	0	0		



- November 4, 2019 - overcrowding was temporarily resolved
- December 2019 - **272 paid memberships with 34 of scheduled play**
- February 2020 - number of playing hours increased to **40**
- December 2020 - we anticipate **memberships to exceed 325**

Financials

The Club represents an income stream:

- In 2018 - **\$10,808.27**
- In 2019 - **\$14,008.08**
 - additional **\$3,495**
 - **Total = \$17,503.08.**
- In 2020 - exceed **\$20,000.**



NOTL as a Pickleball Destination



We have hosted players from;

- Quebec
- Alberta
- New York
- Arizona
- Florida
- Mississippi

Plus local clubs such as Welland, Niagara Falls, Grimsby, St. Catherines and Hamilton.



We actively seek supplementary income through partnerships and sponsorships.



Outdoor Pickleball Courts
GRAND OPENING
in
Niagara-on-the-Lake

Brand New Outdoor (6 Court) Pickleball Facility



Come on out and see what the big Dill is all about

June 15th
10:00 a.m. to 3:00 p.m.
(Rain Date 16 June)

*Located behind the Meridian Credit Union Arena
1567 Four Mile Creek Road, Virgil*

- * Absolutely Free
- * Demonstration and instruction provided
- * Give it a try, no experience necessary (dress to play, wear court/tennis shoes)
- * Paddles and balls provided
- * Bring your folding chairs and refreshments

Sponsored by:



The Pickleball culture welcomes the public.



Pickleball facilitates
more players per unit of time
than any other racquet sport



notlpickleball.ca



notlpickleball.ca

Home

Membership

Visitors/Directions

Rules of Play

News & Photo Archive

Links



NIAGARA-ON-THE-LAKE PICKLEBALL

Our Club web site is already referenced by other provincial and national sites that are commonly searched to find Pickleball locations.

Future Club Plans: include

- Responding to our growing membership
- Being welcoming to the public
- Offering free loaner racquets and balls
- Offering frequent Introductory sessions for all new players (Cost \$2)
- Providing skill development sessions focused for all levels
- Providing tournament opportunities
- And perhaps this summer, partnering with the Town to offer a Summer Youth program

And with your agreement, and at no cost

- Assist with the operation of the outdoor courts
- Partner with NOTL to share future costs
(i.e. benches, storage shed, wind screens, shade structures etc.)
- **And with your help – become the Pickleball capital of Ontario**

But here is where we need your help.

We are concerned about damage to the outdoor courts.



Since the courts were opened, we have observed

- Soccer and road hockey players using the Pickleball nets as goals
- Arena users sitting on the nets
- Skateboards and roller blades marking the new surface
- Bicycles being used inside the fencing leaving large skid marks across the court surface

What are we asking for?

Change the designation of the outdoor facility from “Public” to “Community” and secure it with two gates.

Are there precedents?

Yes – a community designation has been assigned to both the Tennis Club and the Lawn Bowling Club.



How will the public gain access if the gates are locked?

Welcome to the NOTL Pickleball Complex (Virgil)

To access these courts please call ###-###-#### to receive the 4-digit code that will unlock this door.

**When you are finished,
please ensure the door is closed and locked.**

**Thank you for your cooperation
to protect this valuable resource.**

SAMPLE

In summary, our Club intends to;

- Be a **source of income – not as a cost center**
- **Maximize** the use of both indoor and outdoor courts
- Host Pickleball activities to draw visitors
- **Commit Club funds** to enhance the outdoor courts (wind screens, sunshades, benches)
- **Work collaboratively as a cost-saving co-custodian of the outdoor courts** with your designated staff to improve the Pickleball playing experience for the residents of Niagara-on-the-Lake



Boynton Beach Florida

Thank you

