



ROGERS

YEAR-ROUND COMMUNITY
TENNIS COURTS PROGRAM

2021



INTRODUCTION AND OVERVIEW

The Year-round Community Tennis Facility Program Presented by Rogers is operated by Tennis Canada and provides funding to assist in the development of year-round tennis facilities.

Tennis is one of Canada’s fastest growing sports, but only 10% of Canada’s courts are covered and therefore most Canadian communities cannot play year-round. That is why Rogers has partnered with Tennis Canada to invest in year-round tennis courts.

Tennis is a sport that engages people from all ages, abilities, and stages of development. You just need a racquet and some tennis balls.

Tennis in Canada is growing, and we want it to be Accessible – Affordable – All year!!

The Program’s objectives are to:



WHO CAN APPLY FOR A GRANT?

Grants are available to municipalities and/or their designated community partners.

Qualified applicants may include:

1. All Canadian municipal governments
2. Their project partners, which may include:
 - Non-governmental organizations
 - Not-for-profit organizations
 - Private sector entities
 - Indigenous communities
 - Municipally owned corporations
 - Universities, Colleges, Schools (institutionally owned land permitted)

HOW MUCH CAN I APPLY FOR?

Grants up to \$200,000 are available to eligible projects. In return, Rogers and Tennis Canada requirements include *(See Appendix F for full list of partnership terms):*

- Naming Rights for the covered courts
- Adherence to Tennis Canada Safe Sport requirements
- Delivery of Rogers and Tennis Canada Programs and Products
- Facility is publicly accessible

APPLICATION DEADLINE

For 2021, all applications will be accepted by two intake deadlines.

The first intake of applications will be accepted no later than **June 15, 2021.**

The second intake of applications will be accepted no later than **September 15, 2021.**

You are strongly advised to start the application process as early as possible upon determining your project readiness. Up to four projects per year will be approved.

It is strongly advised to save and/or print a copy of the funding application prior to submission.

All funding approval decisions will be made by a qualified committee including the Senior Director, Facilities Development, the Senior Vice President of Tennis Development, and the CEO of Tennis Canada or designates. All funding approval decisions will be final.

2021 Funding Announcements and Application Deadlines for 2022 will be announced by December 2021.

WHAT YOU NEED TO KNOW BEFORE YOU APPLY

HOW TO APPLY?

The **only** way to apply for funding is by sending your application package to covered-courts@tenniscanada.com. Applications received by mail will not be accepted. You can find details by using the Application Guidelines below or on the Tennis Canada website www.tenniscanada.com

Applicants must note that funding is limited and that this is a competitive process. Simply meeting the eligibility and minimum criteria does not guarantee funding.

WHERE CAN I GET ADVICE ON HOW TO APPLY?

We strongly suggest you discuss your project with Tennis Canada prior to applying. These Application Guidelines are meant to assist your application development. However, each project is unique and will have its own content and format. Tennis Canada is available to answer any questions you may have.

For advice on how to make an application:

- Read this Application Guide.
- Contact **Anita Comella** – 416-650-7941 or email at acomella@tenniscanada.com
- Contact en français - **Claudine Ferragut** – 514-273-1515 ext.6215 ou courriel cferragut@tenniscanada.com



APPLICATION GUIDELINES APPENDICES

APPENDIX A
Eligibility Requirements

APPENDIX B
Eligible Expenses

APPENDIX C
Ownership and Operating

APPENDIX D
Approvals

APPENDIX E
Project Details

APPENDIX F
Partnership Terms



APPENDIX **A**

Eligibility Requirements



FUNDING ELIGIBILITY

- Facility is fully accessible to the public.
- Facility provides market rate access to its courts.
- Facility provides access for pay to play court bookings and memberships are not required to access programs (Memberships, rate cards or similar models may be used to benefit frequent users).
- Facility provides year-round tennis. 12-month covered facilities are preferred, however, seasonally covered winter facilities with outdoor summer facilities will be considered.
- Letters of reference confirming support of the project which may include your provincial tennis association, partners, municipal representatives, etc.
- Quotation/estimate of the cost of your project.
- Sources of funding identifying a detailed list of all funding sources.
- Proof of funding – commitment or approval from funding sources.

ELIGIBILITY REQUIREMENTS

- Evidence of planning permission/ planning application, municipal approvals for land use of the site or evidence that there is legal authority to undertake the project.
- Licence agreements between groups as evidence of sharing of facilities (if shared facilities are part of the project).
- Evidence of ownership of site.
- Approvals in principle to agree to the “Terms of Funding” for the Rogers Year-Round Community Tennis Facility Funding must be in place. Please see attached APPENDIX F to reference the overview of Partnership Terms that will be in all funding agreements.
- Retrospective funding is not available under this Program – approvals will not be granted for work that has been completed or will be completed while the application is being considered.
- There is clear community benefit and/or economic impact for the municipality



APPENDIX **B**

Eligible Expenses

ELIGIBLE EXPENSES

Eligible expenses must relate directly to the capital costs of the project and must not include costs related to operational costs or costs that would have been incurred by the applicant. Eligible expenses are all direct and necessary expenditures incurred by the funding recipient, towards an eligible project, that are associated with the designing and constructing of the covered tennis courts

Ineligible expenses include the following:

- Project work that has already been completed
- Expenditures related to purchasing land, buildings, or other associated real estate fees
- Expenditures related to developing a business case or proposal for funding
- Permanent and temporary staff salaries
- Travel expenses
- Insurance
- Rent/Lease costs
- Legal fees
- Any expense that will be covered by in-kind contributions or is funded by another source
- Other costs judged ineligible by Tennis Canada, acting reasonably.



APPENDIX C

Ownership and Operating

- Identify the landowner and the relationship to the project.
- Identify the facility operator and the relationship to the project.
- Identify the business history of the operator and expertise in operating tennis facilities.
- Please specify if the project is on a municipally owned site and will be municipally operated; on a municipally owned site and operated by a not-for-profit; on a municipally owned site and operated by a for-profit; or another model. Please note facilities on private land and privately operated are not eligible.
- Please identify who will own the land and who will own the capital assets upon project completion.

OWNERSHIP AND OPERATING



APPENDIX **D**

Approvals



APPROVALS

- Confirmation that there is legal authority to undertake the project.
- Financial ability commensurate with the nature and scope of the project.
- Evidence of planning permission/planning application.
- The project is clear of any environmental concerns.
- The proposal includes a risk analysis or risk management plan (financial, continuity of service, public relations, liability, etc.) that is acceptable to the municipality.
- The proposal includes a benefit analysis for both the municipality and the proponent that is acceptable to the municipality.
- A feasibility study that supports the initiative and the need for this capital project and has been approved by the municipal government's council.
- Evidence of consultation with your municipal government. A letter is sufficient evidence of consultation.
- Demonstrate the proponent is capable of operating a tennis facility and technical qualifications of staff.
- A business plan for the operation.
- A letter from each confirmed funding source identified in the Sources of Funding section. The letter must indicate the amount of cash and/or in-kind contributions to the initiative.
- **FOR MUNICIPAL GOVERNMENTS** - Signed municipal council resolution describing your organizational commitment to, and financial support for, the project and funding application to Tennis Canada.

FOR PARTNERS OF MUNICIPAL GOVERNMENTS:

- Official documentation demonstrating that a municipal government is partnering on the project.
- A signed letter from your organization's Board of Directors (or alike) confirming their level of financial commitment and evidence of your board of directors' support for the proposed project and Tennis Canada funding application.
- A business plan and any associated contracts that demonstrate revenue generated from the project. (Please discuss the content of your business plan with Tennis Canada prior to submitting)
- A complete diagram of the corporate structure (including Board of Directors, staff, sponsors, shareholders, borrowers, guarantors, etc.).



APPENDIX **E**

Project Details

PROJECT DETAILS

(all applications must include the below project details within their submission)

PROJECT TITLE

This should be a few words to identify the project.

SUMMARY

Please provide a short (800 character maximum) summary of what you are applying for. The summary should describe your project and how these new facilities will increase the number of active participants in tennis in your community. Any targets should be specific, measurable, and realistic. In planning facilities, applicants should consult widely with potential users.

We will only fund projects that are tennis facilities. Shared use of the tennis facility is acceptable but must be described in the project description and must not be the primary purpose of the facility.

NAME OF CITY AND POPULATION

Please provide name of municipality and the population of the municipality.

ADDRESS

This is the location of the facility.
Please also include closest intersection.

LOCATION

Map the location of your project. Please use a satellite version and map version to accurately locate your facility on the map.

PROJECT LEAD AND CO-LEADS

Provide the main contact for the project (email and phone number)
Secondary contacts may also be included here.

OWNERSHIP AND OPERATING MODEL

- Identify the landowner and the relationship to the project
- Identify the facility operator and the relationship to the project
- Please specify if the project is on a municipally owned site and will be municipally operated; on a municipally owned site and operated by a not-for-profit; on a municipally owned site and operated by a for-profit; or another model.
Please note facilities on private land and privately operated are not eligible.
- Please identify who will own the land and who will own the capital assets upon project completion.
- Operator/organization’s history of operating a tennis facility
- Operator’s organizational governance structure
- Municipal approval for facility sponsors (including Rogers title sponsorship and any other sponsors)

PROXIMITY TO OTHER TENNIS COURTS

- Closest year-round or seasonal (winter only) tennis courts and name/address
- Closest outdoor courts (name/address)
- How many courts in the community and surrounding communities closest to your project?

Please include the different components/parts of your project and the cost and priority of each component.

- Is this project to take place at an existing facility or vacant/ greenfield site?
- Are you an existing facility?
 - o How many outdoor courts?
 - o How many indoor seasonal or permanent courts?
 - o What other amenities exist at your facility?

Please specify the number of existing tennis courts, their surface and whether they are outdoor, year-round permanently covered or seasonally covered. Then identify the number of new tennis courts that will be developed and whether they are outdoor, year-round permanently covered or seasonally covered

Please break down ALL parts of your project and the cost of each component part as much as possible. Failure to adequately break down the cost of your project may make it difficult to allocate any funding towards it. This should include tennis courts, amenities, buildings, parking, other sport courts or structures, etc.

For example, if your project includes resurfacing a tennis court(s), erecting a fence around the perimeter, installation of a grade beam, air-supported structure, etc. you should include a price for each separate component in your application. If you only provide one overall cost and there is not enough detail, this may impact the assessment for funding levels you are eligible for.

DESIGN

Please include architect, engineer, contractor, planning/design consultant conceptual sketches and/or schematic designs for the project and site. Please reference the International Tennis Federation (ITF) Facilities Guide during the design process. The guide can be found on the ITF website at <http://itf.uberflip.com/i/1255985-facilities-guide/0?>

ACCESSIBILITY

All projects must be accessible to people with disabilities and capital projects must conform to the universal principles of design.

TIMELINES

Timelines for entire project (approvals, fundraising, procurement, construction) and Timeframe for construction (approximate start date, stages, and completion date).

FUNDING SOURCES

Please list your funding sources and specify if the funding is Pending/Confirmed

- Federal
- Provincial
- Municipal
- Not-for-Profit Organization
- Private donations
- Third-party operator
- Other
- Has this project applied for any other grants to fund this project? If yes, please state organization, fund and funding level requested.
- Identify funds raised to date and cashflow projections of funding for the duration of the project timeline.
- Eligible elements of an application will be considered for funding even if other elements of the project are ineligible.

All applications will be reviewed by Tennis Canada and a Tennis Canada representative will be in touch with you to discuss the details of your project within 30 days of receipt of your application.

DETAILS OF
PROPOSED
PROJECT
AND COSTS



APPENDIX **F**

Partnership Terms

PARTNERSHIP TERMS ROGERS

PRESENTING SPONSOR WITH MUNICIPALITIES

NAMING RIGHTS

- Official Rogers trademark incorporated into official facility name and signage.
- Use of official Rogers trademark when or wherever facility name is used/presented.
- Rogers has an option to acquire additional external signage, at their cost, based on approval and municipal by-laws.
- Facility is not allowed to sell title/naming sponsorship of facility.
- Facility can obtain additional sponsors in other areas; additional sponsors cannot compete in the telecom industry.
- Term of naming rights agreement will be a minimum of 10 years and Rogers has first right of renewal if facility operations continue under same operator.

ROGERS PROGRAMS AND PRODUCTS

- The facility will run the Rogers Community Team Tennis program on an annual basis for the same term as Rogers is the title sponsor of the facility.
- If required for operational purposes and not limited by pre-existing agreements, the facility may acquire Rogers services on an exclusive basis at a preferred rate.
- Rogers may extend special promotional offers to facility management and participants on an annual basis.

FUNDING AMOUNT

- Up to \$200,000 in facility grant funding. Payment terms to be developed with each approved project and is contingent on a signed agreement with each municipality and/or operator.
- To be eligible for funding, the facility must meet all required funding eligibility criteria.
- Priority will be given to projects with four or more covered tennis courts and the specifications to run tournaments.
- Rogers and Tennis Canada funding will never be higher than \$200,000 per project, unless jointly agreed by Tennis Canada and Rogers.
- Starting in 2021, Rogers and Tennis Canada will fund up to four (4) new projects per year across Canada.
- Municipalities across Canada with greater than 50,000 population will be the focus for funding.

COVERAGE AND MEDIA EXPOSURE

- Rogers (and Tennis Canada) have rights to video tape, at no cost to the facility, construction, major events and use images and videos of the activities of the facility to promote the Year-Round Community Tennis Facility Program.
- Rogers (and Tennis Canada) have rights to have an official role and must be referenced in all major announcement and events, this includes (but is not limited to): official partnership announcement, ground-breaking and opening.

BREACH OF CONTRACT

- Rogers (and Tennis Canada) have an exit clause based on agreed performance metrics. 90-day cure period. No refund is required if agreement spans at least 6 years. If less than 6 years, \$25,000 per year refund for every year below 6 years.

PARTNERSHIP TERMS

TENNIS CANADA

SAFE SPORT

- Facility can only hire coaching staff that is TPA active certified.
- Non-coaching staff must have the appropriate background checks completed.
- Junior programs taught at the facility must be delivered in accordance with Tennis Canada's Quality Standards for Kids Tennis.

PROVINCIAL TENNIS ASSOCIATIONS (PTA)

- The facility must be a member organization of its respective PTA.
- The facility must allow its respective PTA to host sanctioned junior tournaments at the facility, as agreed by the parties, at a frequency of 1 per month during the covered/winter season at standard rental rates.

FUNDING APPLICATION PROCESS

- Tennis Canada has the sole right to reject an application for grant funding if the facility:
 - (a) will operate as a private club.
 - (b) the municipality, or operator already have a Rogers/Tennis Canada funded project and/or the operator has received funding for another project within the last two years.
 - (c) is an existing indoor facility and/or has less than 4 new covered courts.
 - (d) is located near another accessible year-round facility that is within reasonably close proximity which could undermine the viability of the existing accessible facility
 - (e) is judged to have an unacceptable:
 - i. business plan
 - ii. capital/construction plan
 - iii. agreement with municipality
 - iv. governance model.
 - (f) Tennis Canada plans to approve up to 4 grants per year, an application may be rejected for preference of nation-wide and/or province-wide coverage.
 - (g) Project completion date is unreasonable
 - (h) Indemnity in favour of Tennis Canada is not agreed to.
 - (i) Right of first refusal to purchase or operate the facility (with the intent of retaining it as a tennis facility) is not agreed to

JUNIOR PROGRAMS

- The facility will run weekly Kids Tennis Pathway U12 Programs which includes red, orange, green and regular ball (min 40 hours per week).
- Permanent multi-lining of courts for kids' programs is preferred.

AFFORDABILITY

- The municipality will review the pricing of programs, rental fees, and participant fees on an annual basis. Fees must be in line with the average cost of similar municipal recreation programs.
- The facility must provide residents of the municipality discounted fees subject to a mutual agreement.
- Introductory junior tennis programs at the facility must provide age-appropriate racquets and balls for participants.
- The facility must cooperate with any subsidy programs the municipality offers for priority-needs groups (e.g., low-income families).
- The facility must provide for an “access to recreation” support program for underserved participants if paid by a Tennis Canada sponsor.

ACCESSIBILITY

- A municipal procurement process, such as a request for proposals, is preferred if selecting a third-party operator, this way bidding on operations can be open and publicly accessible to qualified vendors.
- Programs at the facility must be available to all community members regardless of their membership status with the facility.
- The facility must have wheelchair accessible: entrance, tennis courts, seating, parking, and washrooms.
- The facility must provide an inclusive and equitable environment. The facility should ensure tennis is available to all residents regardless of their gender, ability, race, religion, ethnicity, or sexual orientation.

PARTNERSHIP TERMS MUNICIPALITY

MUNICIPAL USE

- Subject to mutual agreement, the facility may allocate a certain number of court hours on an annual basis for municipal use at a subsidized rental fee.
- The facility must honour any pre-existing lease agreements the municipality has entered with a local summer tennis club.

METRICS

- On an annual basis the facility will provide the municipality and Tennis Canada key participation and performance metrics. Reporting will be mandatory for the first three years. Future reporting will be subject to mutual agreement.

PARTNERSHIP TERMS

FACILITY OPERATOR

ACCESS TO LAND

- The operator will have access to the land to operate an indoor tennis facility.
- The operator will have sole rights to program courts in accordance with their business model subject to any agreed upon conditions and in doing so will retain any net revenues from operations.

MARKETING

- The municipality will allocate space in seasonal recreational guides (and/or online registration portals) to market the facility's tennis programs.
- The municipality will mention the facility when/wherever other municipal recreation facilities are listed for residents.
- Subject to mutual agreement, the municipality will allocate ad-space in their digital and print publications for the facility to place ads at a preferred rate.

TENNIS FACILITY MANAGEMENT SOFTWARE

- Operators are required to implement ClubSpark at their facility.
- ClubSpark is a modular solution that helps facilities offer their services online including booking cards, court reservations and program registration.
- Tennis Canada understands that many municipalities or operators may already be using other software programs to manage recreational facilities or may have existing contractual obligations with certain companies. Tennis Canada is willing to make exceptions to the mandatory use of ClubSpark on a case-by-case basis in such scenarios.

OPERATIONS

- If possible, the facility will use existing municipal resources for the purposes of:
 - (a) snow removal.
 - (b) maintenance and cleaning.
 - (c) seasonal inflation, deflation, and storage of the tennis bubble (if applicable).

Subject to mutual agreement.



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