



NATIONAL  
PLAY YOUR COURT



# INTRODUCTION AND OVERVIEW

## WHO CAN APPLY?

Grants are available to municipalities across Canada.

The selection process is managed by Tennis Canada who will review the applications using criteria and tools that adhere to the program funding criteria.

## HOW MUCH CAN I APPLY FOR?

Grants up to \$100,000 are available to eligible projects. In return, National Bank and Tennis Canada requirements include (*See Appendix E for full list of partnership terms*):

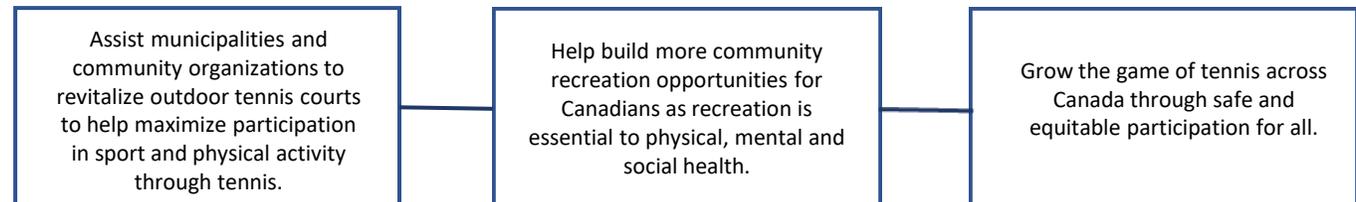
- Naming Rights for the courts
- Facility is publicly accessible

The National Bank Play Your Court program is operated by Tennis Canada and provides funding to assist in the revitalization of outdoor community 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.

There is a growing demand for tennis and a need to update many outdoor community courts. The program's focus is to work with municipalities to give new life to community courts that already exist.

## THE PROGRAM'S OBJECTIVES ARE TO...





# WHAT YOU NEED TO KNOW BEFORE APPLYING

## HOW TO APPLY?

The only way to apply for funding is by sending your application package to [playyourcourt@tenniscanada.com](mailto:playyourcourt@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/facilities.com](http://www.tenniscanada/facilities.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 context and format. Tennis Canada is available to answer any questions you may have.

Please read this application guide and Contact Alison Anderson – 416-650-7937 or email [aanderson@tenniscanada.com](mailto:aanderson@tenniscanada.com) with any additional needs



## APPLICATION GUIDELINES APPENDICES

Appendix A  
Eligibility Requirements

Appendix B  
Eligible Expenses

Appendix C  
Approvals

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Appendix E  
Partnership Terms



# Appendix A

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Eligibility Requirements



## FUNDING ELIGIBILITY

- Courts are fully accessible to the public.
- If applicable, municipality provides market rate access to its courts.
- 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 and total project cost.
- Detailed list of all funding sources that will cover the total project cost.
- 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.
- License 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 National Bank Play Your Court Funding must be in place. Please see attached APPENDIX E 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, demonstrated tennis programming on the courts and/or economic impact for the municipality

# Appendix B

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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 planning and refurbishment of the outdoor 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

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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 municipality and/or operator intends to program the courts with tennis programming that is accessible to the community
- A business plan for the operation.
- If applicable, signed municipal council resolution describing your organizational commitment to, and financial support for, the project and funding application to Tennis Canada.

# Appendix D

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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 courts will increase the number of active participants in tennis in your community. Any targets should be specific, measurable, and realistic.

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 courts. Please also include closest intersection

## LOCATION

Map the location of your project. Please use a satellite version and map version to accurately locate your courts 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 current and future operations and the relationship to the project.
- Operator/organization's history of operating a tennis facility
- Operator's organizational governance structure
- Municipal approval for facility sponsors (including National Bank title sponsorship and any other sponsors)

## PROXIMITY TO OTHER TENNIS COURTS

- Closest outdoor municipal tennis courts and name/address
- How many courts in the community and surrounding communities closest to your project?

# DETAILS OF PROPOSED PROJECT AND COSTS

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

- o How many outdoor courts?
- o What is the current surface material?
- o Do the courts have fencing? Wind screens? Lighting?
- o What other amenities exist at your facility?

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, fences, nets, wind screens, lighting etc.

## DESIGN

Please include architect, engineer, contractor, planning/design consultant conceptual sketches and/or schematic designs for the project and site.

## 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, community event) 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.

# Appendix E

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Partnership Terms

## NAMING RIGHTS

Official National Bank trademark incorporated into court signage. Incorporate National Bank branding onto nets, fencing, wind screens where possible

Use of official National Bank trademark when or wherever court name is used/presented.

National Bank has an option to acquire additional external signage, at their cost, based on approval and municipal by-laws.

Location is not allowed to sell additional title/naming sponsorship.

Location can obtain additional sponsors in other areas; additional sponsors cannot compete in the bank industry.

Term of naming rights agreement will be a minimum of 10 years and National Bank has first right of renewal

## FUNDING AMOUNT

Up to \$100,000 in grant funding. Payment terms to be developed with each approved project and is contingent on a signed agreement with each municipality

To be eligible for funding, the courts must meet all required funding eligibility criteria.

National Bank and Tennis Canada funding will never be higher than \$100,000 per project, unless jointly agreed by Tennis Canada and National Bank.

# PARTNERSHIP TERMS NATIONAL BANK

## COVERAGE & MEDIA EXPOSURE

National Bank (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 Play Your Court Program.

National Bank (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 community launch

## 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 Tennis Canada funded project
- (c) has less than 4 courts.
- (d) is judged to have an unacceptable:
  - i. business plan
  - ii. capital/construction plan
  - iii. agreement with municipality
  - iv. governance model.
- (e) 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 favor of Tennis Canada is not agreed to.

# PARTNERSHIP TERMS TENNIS CANADA

## AFFORDABILITY

If Applicable:

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 municipality must provide residents of the municipality discounted fees subject to a mutual agreement.

The municipality 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.

The facility must have wheelchair accessible: entrance, tennis courts, seating, and parking

The facility must provide an inclusive and equitable environment. The facility should ensure tennis is available to all residents regardless of their gender, gender identity, ability, race, religion, ethnicity, socioeconomic status or any other protected characteristic.

## METRICS

On an annual basis, the municipality will provide Tennis Canada with key participation and performance metrics.

Reporting will be required annually for the duration of the agreement of 10 years.

# PARTNERSHIP TERMS MUNICIPALITY

## 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.

## OPERATIONS

The facility will use existing municipal resources for the purposes of:

- (a) snow removal.
- (b) maintenance and cleaning.