



# Exploring the Need for a Dedicated Indoor Pickleball Facility in Our Community

For Discussion Purposes ONLY. Subject to Membership Approval.

Potential site: land behind the lawn bowling area

*Today, we'd like to open a conversation with Council about the opportunity to develop a new indoor pickleball facility in the Town of Niagara-on-the-Lake, ideally located near the NOTL Community Centre or another suitable site.*





*We believe this initiative represents a **win-win**: enhancing community well-being while supporting the Town's vision for inclusive, year-round recreation.*

*Before we dive into the specific benefits, we'd like to start by sharing a brief overview of our Club and the growing pickleball landscape in Canada.*



# Niagara-on-the-Lake Pickleball Club Inc.

A **non-profit** volunteer association *promoting the growth and enjoyment of pickleball in our community.* **Our mission** is to:

- Foster a safe, respectful, and welcoming environment
- Introduce new players to the game
- Ensure year-round access to indoor & outdoor courts
- Offer recreational and competitive play for all skill levels
- Support player development through coaching & practice sessions
- Promote participation in tournaments & competitive events
- Build community through inclusive social activities



**47%**

reside in  
the Town  
of NOTL

**53%**

of  
members  
are  
women

**75%**

of  
members range  
in age from  
56-75

The NOTL  
Pickleball Club is  
made up of **570**  
**MEMBERS**  
from over 28  
communities  
across Southern  
Ontario



# Membership

Pickleball is one of Canada's fastest-growing sports, with especially high demand here in Niagara-on-the-Lake. Since our founding in 2017 with 80 members, the Club has grown to 570 members in 2025, after peaking at 740 in 2024. We capped membership to maintain a high-quality experience while continuing to promote fitness, fun, and social connection for players of all ages and skill levels.



Currently estimated that **1.54mil** people are now playing in Canada

THAT'S A **57%**  
**INCREASE SINCE**  
**2022**

Source: [PickleBall Canada January 2025 Survey](#)

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Biggest  
increase  
**35-54 age  
group**

Top  
reason for  
playing -  
**fun**

Top 2  
provinces:  
**Ontario**  
and  
**Quebec**

Top  
barriers:  
**lack of  
info** and  
**facilities**



## Why a Dedicated Indoor Facility Matters

The Club currently operates across four locations: NOTL Community Centre, Central Community Centre, Outdoor courts at Virgil Sports Park, Niagara Falls Bubble. These spaces are fragmented and limited — especially the outdoor courts, which are impacted by seasonal weather. A centralized indoor facility would:

- Improve accessibility and scheduling
- Provide consistent, year-round play
- Strengthen community connection among members
- Support program development and advanced player training
- Enable the hosting of larger events and tournaments
- A weather-independent facility would offer lasting value to both the Club and the broader community



## The Club as a Long-term Partner

- Open to long-term tenancy and active community partnership
- Provides stability, consistent facility use, and modest revenue
- Supports efficient use of public infrastructure
- Maximizes Town's investment via year-round programming, volunteer involvement and shared maintenance efforts

As a non-profit organization, we are mindful of our limited financial resources. Nonetheless, our commitment remains firmly rooted in delivering long-term value to the community.

# Key Community Benefits

- **Economic Impact:** Tournaments like the NOTL Classic in 2023 drew over 300 players and their families from across Ontario, generating meaningful local spending at hotels, restaurants, and shops.
- **Community Health & Wellness:** Year-round access to indoor courts supports active, healthy lifestyles for residents of all ages — a priority emphasized by CAO Bruce Zvaniga.
- **Social Connection:** Pickleball's welcoming and social nature builds strong community ties, encouraging inclusion, friendship, and a sense of belonging.
- **Community Concerns:** removal of all noise-related complaints from outdoor courts

# For your consideration

## New Indoor Facility

- Courts equipped with permanent lines and nets, fully compliant with Pickleball Canada standards.
- Proper lighting, soundproofing, wheel accessibility, HVAC.
- Members will still utilize washrooms, change rooms and meeting rooms in the main building.



We respectfully ask for Council's continued support to advance this concept, aligning with the Town's vision for vibrant, healthy communities, and to help position Niagara-on-the-Lake as a premier pickleball destination.

Thank you for your time and consideration. We welcome any questions and would be glad to provide further details.