



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

Date: July 14, 2025

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.

Since 2017, we've operated as a non-profit, volunteer-led association dedicated to promoting the growth, development, 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 approximately **60 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 and ensure we could continue offering ample opportunities for play, programming, 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](#)

For Discussion Purposes ONLY. Subject to Membership Approval.

Biggest increase
35-54 age group

Top reason for playing -
fun

Top 2 provinces:
Ontario
and
Quebec

Top barriers:
lack of info and
facilities

Other Communities Are Responding to Demand

- **Newmarket**: Building a new 20-court facility at George Richardson Park, likely using an inflatable dome for year-round play.
- **Orillia**: The City approved 8 pickleball courts at Foundry Park (part of the Orillia Recreation Centre), with construction likely by 2026.
- **Kitchener**: Receiving \$11 million grant from the Ontario government to upgrade multiple recreation sites, including the addition of indoor pickleball courts.
- **North Grenville**: Pursuing provincial funding for a new year-round multi-sport facility at Kemptville Campus, which would include courts for pickleball.
- **Grey Highlands**: Municipality has approved in principle the development of four outdoor pickleball courts adjacent to the Flesherton Arena.
- **Port Hope**: Municipality received grant from Ontario Trillium Foundation for outdoor pickleball courts.

Why a Dedicated Indoor Facility Matters

The Club currently operates across four locations: NOTL Community Centre, Central Niagara, 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

- Indoor courts fully compliant with Pickleball Canada standards (including permanent lines and nets)
- Proper lighting, soundproofing, wheelchair 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.



Town's Racquet Rally Camp showcasing pickleball - July 11, 2025