

OUR VISION FOR THE FUTURE

Capital Campaign - Phase 3 & 4

Facility Development Plan

ACKNOWLEDGEMENT

We would like to acknowledge and thank our members, customers, partners, supporters and team members for their unwavering support since 2016. Without your direct financial and operational support, we could not deliver our intended vision.

PHASE 3 & 4 PROJECT PARTNERS



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WELCOME

Dear Friends of Tennis,

We are embarking on a transformational moment in our organization's history. Ever since opening our doors in the spring of 2016, the OSTEN & VICTOR Alberta Tennis Centre (ATC) has far exceeded its original expectations. Today, we have become one of the leading tennis facilities Canada. Our success has allowed us to expand our facility in 2022, and now, we have reached the point to expand our facility once again.

Our new vision transforms the ATC from a tennis facility into a world-class tennis campus, resulting in the ATC becoming one of Canada's largest tennis facilities, which includes:

- Improved year-round, publicly-available access to tennis
- Expanded programming for under represented groups
- Supports our mandate and partnerships with Tennis Canada, Tennis Alberta and City of Calgary
- Creates new public-amenities for all Calgarians to enjoy

Construction is set to begin spring/summer 2027 for Phase 3, and we intend to complete the our entire Phase 3 & 4 project by 2030.

To make our vision a reality, **we need your help** in meeting our goal to raise **$10 million dollars.**

Please consider a donation which ensures our development of can commence on time. We believe our vision provides wonderful recreational value to many thousands citizens from all walks of life.

Respectfully,

Al Fowler
Chair, Board of Directors
OSTEN & VICTOR Alberta Tennis Centre

Ron Ghitter
Founder, Past Chair
OSTEN & VICTOR Alberta Tennis Centre

Danny Da Costa
Chief Executive Officer
OSTEN & VICTOR Alberta Tennis Centre





ABOUT US

OSTEN & VICTOR Alberta Tennis Centre is a non-profit, community-based tennis centre, located in southeast Calgary (Acadia).

Scan me

Community and accessibility are at the heart of what we do at the OSTEN & VICTOR Alberta Tennis Centre. Since 2016, we have delivered affordable and, publicly-available court time, programming, events and tennis services.

To learn more about our facility visit:

- Website: www.albertatenniscentre.ca
- Watch our ATC Documentary: The first 10 years **here**
- View our annual report : **here**

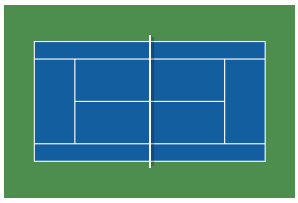
OUR STORY THUS FAR - 10 years of excellence (since 2016)



350K+
Facility Users



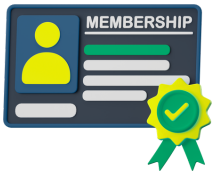
70K+
School Tennis Program



95%
Court Utilization
Peak Indoor Season



20
Industry Awards



Membership
At Capacity
250+ waiting list



30+ Community
Program Partnerships
delivered annually

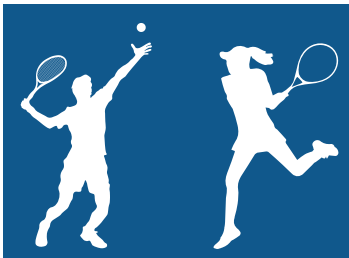
Other highlights

- **The Game Changer**: created the Alberta Tennis Development Fund; reinvesting annual surplus funds to support tennis development in Alberta
- Industry-leading reputation for improving equity and access
- Generated $25+ million dollars in economic impact from event hosting

WHY EXPAND NOW?

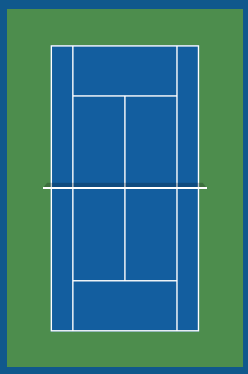
The current demand for tennis in Calgary has outgrown what our current facility can offer. Community members, families, and athletes at every level are asking for more court time, more programming, and more opportunities to play – and we've reached capacity.

Here are some of the reasons why we must expand our facility:



FACILITY AT FULL CAPACITY

- Facility operating at full capacity
- Membership sold-out, with over 250+ people on our waiting list
- Programs at capacity, with large waiting lists



COURT ACCESS & UTILIZATION

- Facility operating at 95% fully utilized, 7-days per week (15 hours per day) during peak season; 90% fully utilized year round

- Limited opportunities and access:
  - Coaches to earn a living
  - Member and General Public court access for structured and unstructured play
  - Programming opportunities
  - Events to be held



THE GROWING DEMAND FOR TENNIS

- **A growing sport**: 5.5 million players playing tennis in Canada
- Calgary is Canada's 4th largest city and tennis market
- Fastest growing city in Canada
- Few year-round, publicly available and affordable tennis facilities in Calgary

PROJECT GOALS

Our transformation into a world-class tennis campus in Acadia is anchored by three goals:

IMPROVING AFFORDABLE PUBLICLY AVAILABLE YEAR-ROUND ACCESS TO TENNIS

- 115,000 hours per year; 62% increase (phase 3)
- 10,000 - 15,000 hours of additional seasonal court time access (phase 4)
- All programs and court time are publicly available

SUPPORTING TENNIS DEVELOPMENT THROUGH PROGRAM DELIVERY & EVENTS

- Expansion of pathway programming offered
- New accessible tennis programs offered
- New event hosting opportunities

CREATING COMMUNITY IMPROVEMENTS IN PUBLIC SPACES AND VENUES

- World-class tennis campus in Calgary (Acadia)
- Human Rights themed Park (education centre)
- New public amenities including outdoor tennis courts and a playground



FACILITY DEVELOPMENT PLAN

PHASE 3 & 4 - INFORMATION & DETAILS

We envision the construction of 8 new year-round, publicly accessible tennis courts in Phase 3. Anchored by a human rights focused themed park, our Phase 4 development will see the construction of new public amenities, including 4 to 6 seasonal tennis courts. Once completed our Centre will become one of Canada's largest tennis facilities with 27 courts.

PHASE 3

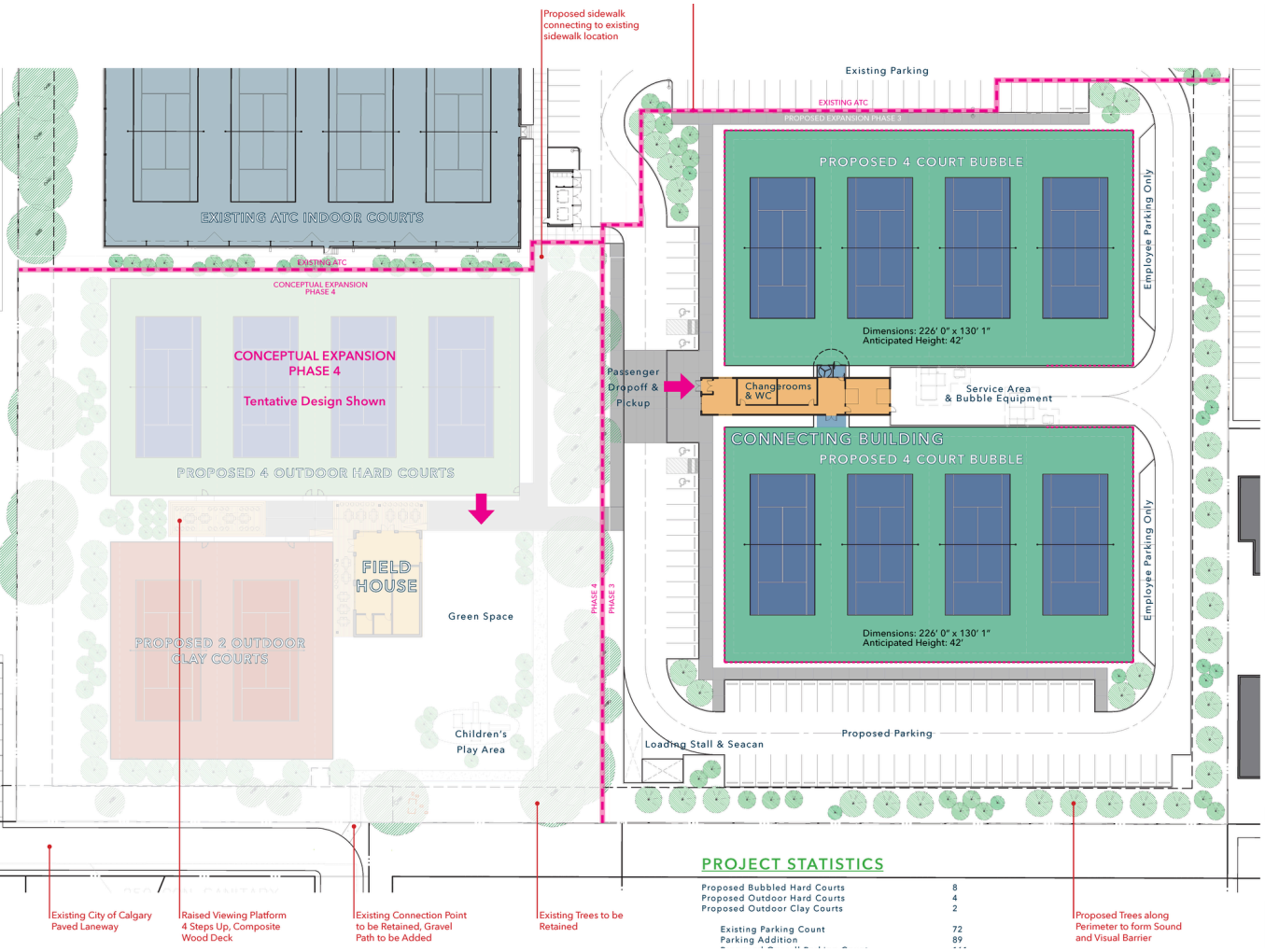
Project start date: spring/summer 2027
Anticipated Cost: $8 to $10 million (est.)

- 8 year-round tennis courts (air supported structures)
- 89 additional parking stalls
- Reception Centre and site Improvements

PHASE 4

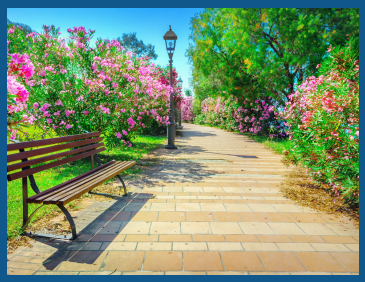
Project start date: 2028 - 2030
Anticipated Cost: $4 to $6 million (est.)

- 4 to 6 seasonal tennis courts
- Outdoor gathering place(s), pathways, green space, playground
- Human Rights Education Centre



PHASE 4 DEVELOPMENT
WHAT'S CONCEPTUALLY PLANNED

Alberta Human Rights Park at
OSTEN & VICTOR Alberta Tennis Centre





We will create new publicly-available amenities which provide long-term public benefits as part of our Phase 4 construction. Our conceptual plan balances the need for more outdoor seasonal tennis courts, as well as creating a physical community legacy.

The creation of a themed human rights focused park will draw visitors to the community. As well, it will serve as a community hub for Alberta's tennis community

Affordable-publicly available access to tennis for the residents of the community will be made during the summer months. We will also plan to introduce expanded seasonal programming and events for players of all ages and abilities.

Finally, a winter skating rink is being considered to allow public and community access, making the park a community destination.

Our vision is centred on 4 pillars:

A PLACE TO PLAY
A world-class outdoor tennis facility for Alberta's growing tennis community, featuring affordable and barrier-free access to tennis & programming

A PLACE TO LEARN
A Human Rights focused themed park, (education centre) where people can come together to learn about Alberta's Human Rights movement and the people who shaped it

A PLACE TO CONNECT & HAVE FUN
A publicly accessible community playground, green space, walking pathway, for the Acadia Community; winter public skating rink is also contemplated

A PLACE TO GATHER & SHARE
A place for people and families to gather and share experiences, build social connections and community

PROJECT TIMELINE

2026

PRE-CONSTRUCTION PLANNING

- Confirmation of land; execution of city lease
- Construction & financial planning
- Development permit submission
- Capital campaign launched; & project financing secured

2027 – 2029

PHASE 3 (CONTINUATION) & PHASE 4 PLANNING

- Completion of Phase 3 expected by Mid-2028
- Phase 4 construction planning
- confirmation of project scope
- development permit submission (Phase 4)
- Launch - capital campaign Phase 4

Spring/Summer 2027

CONSTRUCTION - PHASE 3

- Project approval - City of Calgary
- Commencement of Phase 3 construction (spring/summer)

2028 – 2030

CONSTRUCTION - PHASE 4

- Commencement of Phase 4 (mid/late2028)
- Project completed by 2030



DONOR RECOGNITION PROGRAM
OPPORTUNITIES PHASE 3 & 4

OSTEN & VICTOR Alberta Tennis Centre donors will be recognized accordingly:

DONOR RECOGNITION LEVELS: *(see page 13 for more details)*
Donors to the OSTEN & VICTOR Alberta Tennis Centre will receive the following recognition:

- Website recognition & official publication recognition in our annual report
- Charitable tax receipts will be issued for donations of $100.00 or more
- Donor Wall Recognition is available for donations of $1,000 or more.

Note: Donations above $10,000 can be paid over multi-years (contact Danny Da Costa)



NAMED ASSETS PROGRAM: PHASE 3 & 4 AVAILABILITY (STARTING FALL 2026)

Phase 3 Assets

ASSET	QUANTITY	COST
Tennis Court Naming	8	**$50,000** per court
Tennis Court Net Signs	16	**$5,000** per sign
Tennis Court Benches	16	**$2,500** per bench
Grade Beam Branding Corporations Only	8	**$20,000** per sign/court
Tennis Court Branding Corporations Only	2	**$80,000** per structure 8 placements
Pavilions **2-** Bubble and reception centre	3	**$350,000** per pavilion
Campus Naming full facility naming rights - all	1	Call for more details

Phase 4 Assets

ASSET	QUANTITY	COST
Tennis Court Naming	6	**$35,000** per court
Tennis Court Net Signs	12	**$5,000** per sign
Tennis Court Benches	12	**$2,500** per bench
Tennis Court Branding Corporations Only	1	**$60,000** 12 placements
Community Playground	1	**$250,000**
Human Rights Park Education Centre	1	Call for more details

Contact Judy Haber for more details
jhaber@performancesponsorship.com

DONOR RECOGNITION PROGRAM

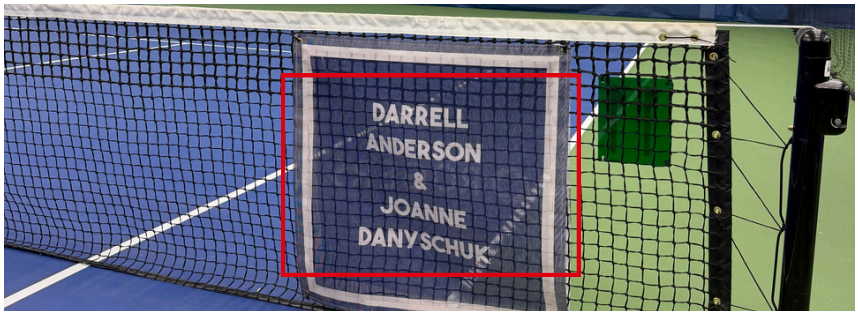
ASSETS EXAMPLES

TENNIS COURT NAMING →



GRADE BEAM BRANDING →

TENNIS NET SIGN NAMING →



COURT BENCHES →



TENNIS COURT BRANDING →



PAVILION(S) BRANDING examples →



DONOR RECOGNITION PROGRAM

LEVELS

DONOR LEVEL	RECOGNITION
Donation (Under $999)	• Charitable Tax Receipt for donations above $100 • Recognition on OSTEN & VICTOR Alberta Tennis Centre website & annual report
Friend ($1,000 - $9,999)	• Charitable Tax Receipt ($1,000 - $9,999) • Recognition on OSTEN & VICTOR Alberta Tennis Centre website & annual report • Donor wall category recognition with name engraved • Opportunity to participate in named asset program (subject to availability)
Supporter ($10,000 - $49,999)	• Charitable Tax Receipt for donations above $100 • Recognition on OSTEN & VICTOR Alberta Tennis Centre website & annual report • Donor wall category recognition with name engraved • Opportunity to participate in named asset program (subject to availability)
 Builder ($50,000 - $149,999)	• Charitable Tax Receipt for donations ($50,000 to $149,999) • Recognition on OSTEN & VICTOR Alberta Tennis Centre website & annual report • Donor wall category recognition with name engraved • Opportunity to participate in named asset program (subject to availability) • 3 years complimentary family membership (post expansion) - membership dues only
 Trail Blazer ($150,000 - $999,999)	• Charitable Tax Receipt for donations ($50,000 to $149,999) • Recognition on OSTEN & VICTOR Alberta Tennis Centre website & annual report • Donor wall category recognition with name engraved • Opportunity to participate in named asset program (subject to availability) • 5 years complimentary family membership (post expansion) - membership dues only
 Visionary ($1,000,000 or more)	• Charitable Tax Receipt for donation above $1,000,000 • Recognition on OSTEN & VICTOR Alberta Tennis Centre website & annual report • Donor wall category recognition with name engraved • Opportunity to participate in named asset program (subject to availability) • Lifetime complimentary family membership (post expansion) - membership dues only

HOW TO DONATE

The OSTEN & VICTOR Alberta Tennis Centre has partnered with **Parks Foundation of Calgary** on our Capital Campaign. Donations may be made directly to the Parks Foundation of Calgary.

There are a few ways to donate:

BY CHEQUE: for **donations above $2,500+**
Please **complete this form** and mail directly to:
ATTN: Danny Da Costa, CEO, Alberta Tennis Centre
295, 90th Avenue SE, Calgary, AB, T2J 0A1

NOTE: Please make cheque made payable to the Parks Foundation of Calgary. Ensure the memo references the OSTEN & VICTOR Alberta Tennis Centre expansion.

DONATE HERE

ONLINE DONATION: for donations under $2,500
NOTE: Please **click this link** and select OSTEN & VICTOR Alberta Tennis Centre from the drop-down menu.
Donate here : Osten & Victor Alberta Tennis Centre expansion

DONATE HERE

GIFT OF SECURITIES:
Parks Foundation of Calgary also accepts gift of securities. If you are interested in the gift of securities, **click here** and please contact: Danny Da Costa for more information

DONATE HERE



RENDERING PACKAGE



Aerial view of phase 3 site



Example of phase air-supported structure



Interior view of
an air-supported structure

NOTE: more renderings will be made available soon























OSTEN & VICTOR
ALBERTA TENNIS CENTRE

THANK YOU !

Thank you for ten years of trust, generosity, and partnership. Together, we've built far more than a tennis centre, we've built a community.

OSTEN & VICTOR Alberta Tennis Centre
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