

# CITY OF MONCTON- FEASIBILITY STUDY - PICKLEBALL FACILITY 2025

# Executive Summary

The City of Moncton faces a critical decision regarding pickleball facility infrastructure as the lease for the current facility at Curl Moncton expires in 2026. With participation in pickleball experiencing remarkable growth across Canada, increasing 57% since 2022 to reach 1.54 million players nationally. Moncton's pickleball community requires sustainable, dedicated facilities to meet current and future demand.

Community demand for pickleball facilities is exceptionally strong, with 96-97% of respondents expressing high interest and 85-90% supporting municipal investment. However, the expiration of the Curl Moncton lease in 2026 creates an urgent need for long-term facility planning to ensure uninterrupted access for Moncton's growing pickleball community.

Moncton's demographics strongly support pickleball facility investment. The city's population has grown steadily to 79,470 residents in 2021 and is projected to exceed 84,000 by 2024. The adult population aged 40-64, the prime demographic for pickleball participation, has shown steady growth, with over 20,000 residents in this cohort. Applying national participation rates suggests approximately 6,400 pickleball players in the Metro Moncton region, with a projected annual growth of 499 players, reflecting Moncton's status as the largest hub for the sport in New Brunswick.

Current facilities demonstrate both capacity and limitations. Pickleball Moncton operates six courts year-round at Curl Moncton, providing extensive access from 7:00 a.m. to 10:00 p.m. daily. However, members have identified needs for improved amenities, including enhanced change rooms, lockers, a licensed lounge, viewing areas, and spectator stands for tournaments. Should the lease agreement not be renewed, the community could face a shortfall of at least 105 hours of court time per week, resulting in significant gaps in access to both recreational and competitive play.

Three primary options have been identified through comprehensive analysis. Option 1A maintains operations at Curl Moncton, with the City serving as the master lessee to ensure effective oversight. Option 1B enhances the current facility with air conditioning, additional bathrooms, and general improvements, requiring approximately 510 active members to cover operational costs estimated between \$194,000 and \$298,000 annually. Option 2 proposes a purpose-built facility featuring 10 courts with two convertible to spectator seating, spanning approximately 3,330 square meters at a capital cost of \$8.3 million and annual operating costs of \$225,000 to \$342,144. This option would accommodate 850 members and position Moncton as a regional tournament destination. Option 3 presents a seasonal dome facility with eight courts covering 3,280 square meters, requiring \$5.7 million in capital investment and \$222,086 to \$313,986 in annual operating costs, including seasonal assembly and disassembly.

Each facility option presents distinct advantages aligned with different municipal priorities and budget constraints. Option 1 offers immediate continuity with manageable capital investment, Option 2 provides comprehensive long-term infrastructure with tournament hosting capabilities, and Option 3 delivers a cost-effective interim solution with seasonal flexibility. Regardless of the selected approach, strategic facility planning must address the 2026 lease expiration while responding to demonstrated community demand, supporting Moncton's growing adult population, and positioning the city as a regional leader in accessible, inclusive recreation. With strong public support, favorable demographics, and alignment with municipal recreation planning objectives, investment in dedicated pickleball infrastructure represents a strategic opportunity to enhance quality of life, promote active living, and strengthen Moncton's reputation as a recreation destination in Atlantic Canada.

# 1. Introduction &

# 2. Background



The City of Moncton has received a request to invest in dedicated indoor pickleball courts. This comes as the lease for the current pickleball facility, operated by Curl Moncton, is set to expire in 2026. Curl Moncton has indicated they do not wish to renew the lease under the existing terms, prompting the need to explore alternative facility options for the growing pickleball community.

This feasibility study analyzes the viability of establishing new pickleball facilities in Moncton. The methodology considers key factors, including population growth projections, rising demand for pickleball amenities, and alignment with the city's municipal recreation planning objectives. The background and policy context provided in this section lay the foundation for a comprehensive assessment of the pickleball facility needs in Moncton.

## 1.1. Methodology

To assess the City of Moncton's growing population and rising demand for pickleball opportunities, this study combined a review of previous municipal planning documents with direct community engagement. Input was gathered through in-person sessions and a digital survey to capture residents' perspectives and identify specific recreational needs.

## 2. Background

### 2.1. History & The Increasing Popularity of Pickleball

Pickleball was created in 1965 on Bainbridge Island, Washington, by Joel Pritchard, Bill Bell, and Barney McCallum (USA Pickleball, 2024; Washington State Magazine, n.d.) as a backyard game that combined elements of tennis, badminton, and table tennis. Using a lowered badminton net, wooden paddles, and a perforated plastic ball, they developed a sport that was easy to learn, active, and fun for all ages. It's



unusual name is attributed either to the Pritchards' dog, Pickles, who chased stray balls, or to the term "pickle boat," referring to crews made up of leftover rowers.

The game spread quickly in the U.S. and gained popularity among older adults due to its accessibility, though it is now embraced across all ages. In Canada, the sport began formally in 2009 with the creation of the Canadian National Pickleball Association, now Pickleball Canada, which established programs and provincial structures by 2010. Growth has been rapid: national surveys show the number of Canadians playing monthly jumped from about 350,000 in 2020 to over 1.5 million by 2024—a 57% increase in just four years (Pickleball Canada, 2024). Membership in Pickleball Canada has also soared, from around 28,000 in 2021 to more than 85,000 by late 2024 (Pickleball Canada, 2024).

Alongside grassroots play, organized competition is expanding, with the Canadian National Pickleball League launching in 2023 and the CPA Pro Pickleball Tour debuting in 2024 (Pickleball in Canada, 2024).



## Youth

In Canada, there is currently no available data on youth participation rates in pickleball. Recent findings, however, indicate notable growth among newly graduated high school students and those enrolled in university or post-graduate studies (The Sport Information Resource Centre, 2023). In addition, the Province of British Columbia has introduced pickleball initiatives within elementary and middle schools, supplying equipment and structured introductions to the sport in order to support early engagement and long-term participation.

## New Canadians

At present, there is no available information regarding a direct link between pickleball participation and new Canadians. However, the sport's accessibility (characterized by relatively low costs and expanding infrastructure) suggests potential for growth within this population. Identified barriers may include limited awareness of the sport and the cost of lessons, which could restrict broader participation.



## Snowbird population in NB

According to the 2021 Statistics Canada survey (reported in 2024), the population of New Brunswick between the ages of 35 and 54 was 195,525, and between the ages of five and 19 was 117,940. In Moncton, the most recent available data (2021) reported a population of 52,180 individuals between the ages of 15 and 64. While no official Statistics Canada figure exists for seasonal migration, *the Canadian Snowbird Association estimates that approximately one million Canadians—around 2.6% of the national population—travel south during the winter months (Shariff et al., 2021). Applying this proportion to New Brunswick's 2021 population (775,610) suggests that roughly 20,000 residents may migrate south each winter.*

## Pickle to Paddle

Although paddle is experiencing growth across North America, there is currently no statistical evidence to suggest that participants are moving from other racquet sports to paddle (Gilman, 2025). Research indicates several reasons for this trend. A primary barrier is the lack of paddle-specific infrastructure, which remains far less common than facilities for tennis, pickleball, or racquetball/squash (Gilman, 2025). In contrast, the accessibility of sports such as pickleball—through lower costs, greater infrastructure availability, and an inclusive style of play—continues to attract participants (Gilman, 2025; Mackie, 2025).



According to Pickleball Canada (2025), approximately 1.54 million Canadians participated in pickleball in 2024, representing a 57 percent increase since 2022. Participation is most prevalent among individuals aged 35 to 54, and higher household income has been found to correlate with a greater likelihood of engagement. Notably, the style of play—characterized as fun, social, and enjoyable—was identified as the leading motivator for participation.

## The Fall of Squash and Racquetball

Racquetball and squash have seen declining participation and facility availability, particularly outside major urban centres. High court costs, limited youth programs, steep learning curves, and injury risks have reduced appeal. Squash's perception as an elite sport and racquetball's lack of sustained development



contributed to their decline, while the rise of pickleball) With its lower injury risk, easier learning curve, and social appeal, it has further displaced both sports.

Squash’s inclusion in the 2028 Olympics may boost interest, as national federations expand grassroots programs, school partnerships, and community outreach to capitalize on increased visibility. (International Olympic Committee, 2023; World Squash Federation, 2023).

## 2.2. Sport for Life

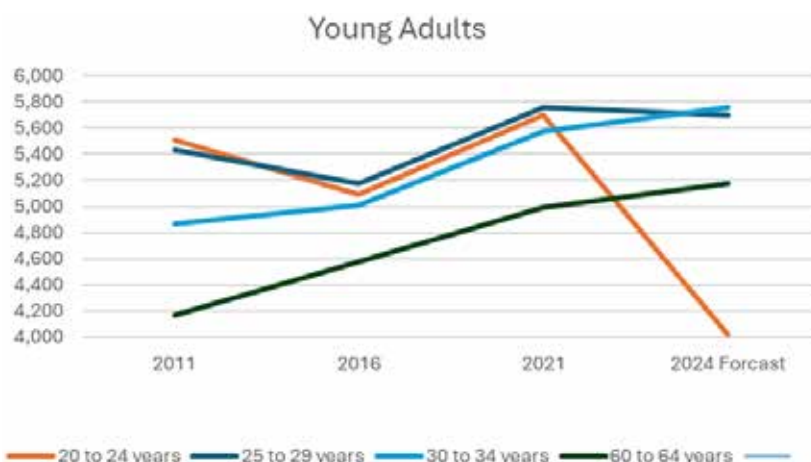
Following Sport for Life Canada’s Long-Term Athlete Development framework, participants should engage in 3 hours of weekly activity during the Learn to Train stage (Higgs et al., 2019; Sport for Life, 2023).

		Hours of Play	Competitions
Play for fun	Active Start (age 0-6)	Less than 3 hours a week	0
	Fundamentals (age 6-9; 0-4 sport years)	Less than 3 hours a week	0
	Learn to train (ages 8F-9M to 11F-12M, 1 to 4 sport years)	3 hours a week	2-4 Local competitions and 1-3 regional competitions
Play to Win	Train to Train (2 to 8 sport years)	3-4 hours a week	5-6 local, and 1-2 national or international
	Train to Compete (4-10 sport years)	6-9 hours a week	5-6 local and 5-6 national or international
	Train to win (7+ sport years)	5+ hours a week	As necessary and available
Play for Life	Adult Entry (any age after PHV, typically 30+, 0-4 sport years)	3 hours a week	A few fun local/club
	Competitive for Life (any time after PHV and basic skills developed)	5-6 hours a week	6-12 local, and possibly 2-4 national or international
Active for Life	Active for Life	As desired	As desired

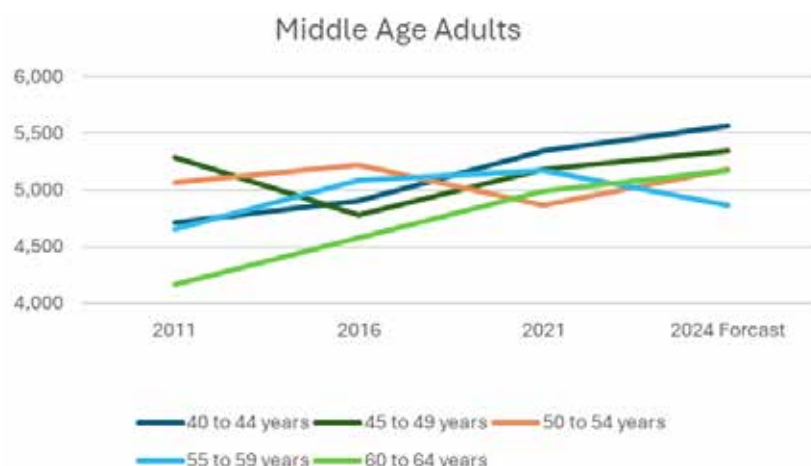
## 2.3. Demographics and Growth

The City of Moncton has seen steady growth, reaching 79,470 residents in 2021 (Statistics Canada, 2021) and projected to surpass 84,000 by 2024. Driven by immigration and non-permanent residents, Moncton has a young, diverse population. Its bilingual identity, affordable living, and growing job market make it a key destination in Atlantic Canada. This also helps provide a significant number of available adults who are ready to play pickleball.

The population of young adults (ages 20–39) in the City of Moncton has constant numbers for the older young adults between 5,500–5,800, which will provide a good number for the Moncton Sport and Social Club.



The adult population (ages 40–64) in the City of Moncton shows steady growth from 2011 to 2024. Most age groups increased slightly, with notable gains in the 55–59 cohorts. This is the prime age group that has over 20,000 pickleball players.



### Ethnic Diversity:

Moncton's population reflects increasing cultural diversity. The largest visible minority groups include Black (4,075), South Asian (2,310), and Arab (1,165) residents (Statistics Canada, 2021). Other groups, such as Filipino, Chinese, Southeast Asian, Korean, and Latin American, contribute to the city's multicultural makeup.

- |                      |                       |                 |
|----------------------|-----------------------|-----------------|
| • Black 4075         | • Japanese 65         | • West Asian 95 |
| • South Asian 2310   | • Chinese 660         | • Korean 575    |
| • Filipino 980       | • Southeast Asian 615 |                 |
| • Latin American 565 | • Arab 1165           |                 |

## 2.4. Previous Planning

The following City of Moncton planning documents provide the policy framework and detailed benchmarks that guide the development of parks, recreation facilities and future pickleball infrastructure that guide this feasibility study.



City of Moncton Municipal Plan	3.2 Creating and Preserving a City-wide System of Parks & Open Space	8. Enhance parks and recreation opportunities at the neighbourhood level.
	3.4: Shaping Our Built Environment	<p><b>Neighbourhood Designation</b></p> <ul style="list-style-type: none"> <li>● N-4 designation allows for parks, schools, churches, and small-scale local retail and services.</li> </ul> <p>Community Use Designation</p> <ul style="list-style-type: none"> <li>● CU-1 designation supports major community, recreational, and leisure facilities on large public parcels by establishing a community use zone.</li> <li>● CU-2 permits various recreational, institutional, and educational uses, including arenas, parks, museums, churches, care facilities, and related accessory or commercial uses within a community use zone.</li> </ul>
	4: Creating a Great City	<p><b>Developing the Arts &amp; Culture of Our City</b></p> <ul style="list-style-type: none"> <li>● Promote wellness and quality of life for citizens</li> </ul> <p>Recreational Facilities &amp; Leisure Programs</p> <ul style="list-style-type: none"> <li>● RF-1 works in partnership with the community in the development of sport, recreation, and leisure programs.</li> <li>● RF-2 carry out a needs assessment for Recreation facilities and programs.</li> </ul> <p><b>A Prosperous City</b></p> <ul style="list-style-type: none"> <li>● PC-4 The City will be a leader in supporting the Regional Health and Wellness Strategy.</li> <li>● PC-16 Invest in existing and new strategic sport and entertainment infrastructure, local tourism attractions and opportunities.</li> </ul>
	2.2 Guiding Principles	<p>Principle 1. Encourage active living</p> <ul style="list-style-type: none"> <li>● Design multi-use, adaptable facilities and parks that serve as informal gateways to physical and social activities while supporting contemporary indoor and outdoor recreation needs.</li> </ul> <p>Principle 2. Foster Supportive Environments</p> <ul style="list-style-type: none"> <li>● Design parks and facilities as inclusive, multi-use spaces that serve diverse ages and cultures, encourage progression from informal to programmed activities, support single-visit services, and avoid single-use or single-age developments to promote active, connected communities.</li> </ul>
City of Moncton Recreation Master Plan	Multi-Use Field House Actions	Work with the Université de Moncton to explore the reassignment of the CEPS from a university complex to a regional sports and recreation facility.
	Tennis Courts Actions	Tennis Moncton should work with the Moncton Pickleball Club to expand the existing tennis club to a racket and paddle organization.

City of Moncton Recreation Master Plan Cont.	Pickleball Courts - Interior	<p><b>EXISTING INVENTORY</b></p> <ul style="list-style-type: none"> <li>• YMCA, Curl Moncton, and Crossman Community Centre.</li> </ul> <p><b>FACILITY DISCUSSION</b></p> <ul style="list-style-type: none"> <li>• Courts should be delivered at the community level, and be delivered at a 1:8,000 benchmark. More facilities are required</li> </ul> <p><b>FACILITY DEMAND</b></p> <p><b>District 1</b></p> <ul style="list-style-type: none"> <li>• Current Need: 3.49 courts</li> <li>• Projected 2023 Need: 4.43 courts</li> <li>• Existing Supply: 9 courts (Moncton YMCA and Curl Moncton)</li> </ul> <p><b>District 2</b></p> <ul style="list-style-type: none"> <li>• Current Need: 2.19 courts</li> <li>• Projected 2023 Need: 2.78 courts</li> <li>• Existing Supply: 0 courts</li> </ul> <p><b>District 3</b></p> <ul style="list-style-type: none"> <li>• Current Need: 2.79 courts</li> <li>• Projected 2023 Need: 3.54 courts</li> <li>• Existing Supply: 4 courts (Kay-Crossman Centre)</li> </ul> <p><b>District 4</b></p> <ul style="list-style-type: none"> <li>• Current Need: 1.00 court</li> <li>• Projected 2023 Need: 1.27 courts</li> <li>• Existing Supply: 0 courts</li> </ul> <p><b>District 5</b></p> <ul style="list-style-type: none"> <li>• Current &amp; Projected Need: Will not meet population benchmarks within the 10-year planning horizon</li> </ul> <p><b>ACTION</b></p> <ul style="list-style-type: none"> <li>• The City of Moncton should include indoor pickleball courts in a future downtown multi-use centre serving Districts 2 and 5, incorporate courts in any District 1 Boys and Girls Club renovation, and work with organizers to inform District 4 residents about existing facilities at the Kay-Crossman Centre</li> </ul>
	Multi-Use Courts Action	Any new courts placed within parks or adjacent to existing or future recreation facilities provide, at a minimum, basketball, ball hockey, pickleball and other games.
	Pickleball Courts Action	<p>The City of Moncton should work with Tennis Moncton to add several pickleball courts at the Centennial Park location.</p> <p>Moncton Pickleball Club should work with Tennis Moncton to expand the existing tennis club to a racket and paddle organization</p>

City of Moncton. (2019). City of Moncton Municipal Plan. City of Moncton.

City of Moncton. (2020). City of Moncton Recreation Master Plan. City of Moncton.

## Key Takeaways

- Enhancing Neighborhood Recreation:** Creating and preserving city spaces will strengthen recreation and park amenities at the neighbourhood level.
- Shaping the Built Environment:** Neighbourhood designations support the development of major recreation, community, and leisure facilities on large community parcels by establishing defined use zones. These designations also permit complementary recreational, institutional, and educational uses.
- Promoting Wellness and Quality of Life:** The City aims to improve citizen well-being through recreation facilities and leisure programs, developed in partnership with the community and guided by ongoing needs assessments.
- Developing Multi-Use Courts:** New courts located in parks or adjacent to recreation facilities are planned to accommodate multiple sports, including basketball, ball hockey, pickleball, and others.
- Encouraging Active Living:** The Recreation Master Plan emphasizes active living in supportive environments, achieved through collaboration with local organizations such as the University, Moncton Pickleball Club, Curl Moncton, and additional community partners.

## 2.5. Inventory and NRPA

### Current Inventory

Type	Number of Courts
Indoor Courts	3
Outdoor Courts	9

### NRPA Population per Facility, Dedicated Pickleball Courts

The National Recreation and Park Association (NRPA) provides research, guidance, and best practices for park and recreation planning, including facility standards and population-based benchmarks (NRPA, 2025). NRPA classifies pickleball facilities as spaces specifically designed to accommodate the sport.

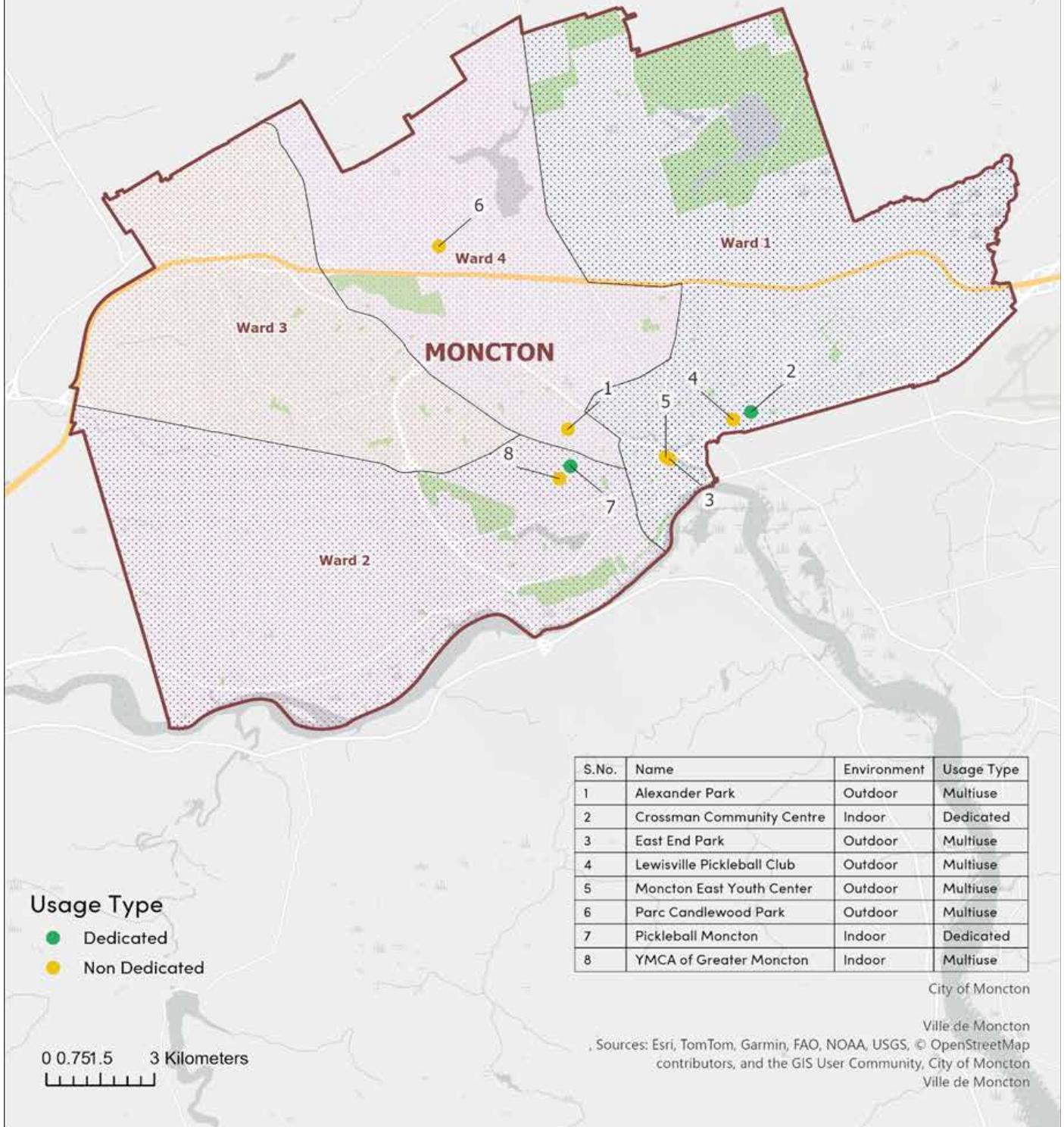
Outdoor Pickleball Facilities	NRPA Population per Facility Recommendation	Moncton Population (79,470) per Facility	Number of pickleball facilities in Moncton
Pickleball only	17,240	8,830	9
Indoor Pickleball Facilities	NRPA Population per Facility Recommendation	Moncton Population (79,470) per Facility	Number of pickleball facilities in Moncton
Pickleball only	10,500	26,490	3

The tables above compare Moncton's pickleball facilities to NRPA population-based standards. For outdoor facilities, NRPA recommends one per 17,240 residents; Moncton's nine facilities exceed this benchmark. For indoor facilities, the recommendation is one per 10,500 residents. With only three indoor facilities for a population of 79,470, additional indoor courts may be needed to meet national standards and community demand.



# MONCTON

## COURT USAGE



## 2.6. Multi-Use Spaces

While purpose-built facilities are designed to support specialized programs and targeted skill development, they may have limited capacity to address the broader social, recreational, and cultural needs of the surrounding community. Such spaces often cater to specific user groups, which can inadvertently exclude other segments of the population. In contrast, multiuse or flexible facilities offer adaptable spaces that can accommodate a diverse range of activities, programs, and events. By fostering inclusivity and encouraging participation across different age groups, abilities, and interests, multiuse facilities are better positioned to strengthen community engagement, enhance social cohesion, and respond to the evolving needs of the community.



## 2.7. Sport Tourism

Sport tourism occurs when individuals travel to participate in sporting events, often combining competition with exploration of the surrounding area. This interaction generates economic benefits for local businesses, including hotels, restaurants, and independently owned shops. For instance, consider a tournament hosted on eight courts over two days. If each court accommodates six teams, a total of 48 teams would participate. While some participants may be local, many will travel from other regions, contributing to increased demand for accommodations and dining. These visitors are likely to patronize local businesses, thereby stimulating economic activity and potentially encouraging further tourism in the area.

Large-scale pickleball tournaments create significant economic benefits for host communities. For example, the Minto U.S. Open Pickleball Championships in Naples, Florida generated \$4.5 million in economic impact in 2018 (Sports Destination Management, 2018). Tournament participants typically stay 2-3 days, with multiple family members attending, generating revenue through hotel stays, restaurants, and local business spending.

In Canada, municipalities are recognizing this potential. The City of Toronto invested \$3.245 million (2024-2026) for new dedicated pickleball court complexes, expanding from initial offerings to 165 outdoor courts in 78 parks by 2023 (City of Toronto, 2023).

# 3-Market Analysis



## 3.1. Overview

### 2025-Pickleball in Canada – January 2025 Survey

Pickleball has experienced remarkable growth in Canada, with participation increasing dramatically since tracking began in 2022. From an initial base of 1 million players, the sport has experienced a substantial 57% increase *over the past three years, including a solid 15% year-over-year growth since 2024*, demonstrating sustained momentum in Canadian recreational sports.

#### Demographics and Geographic Distribution

*The most significant participation growth has occurred among adults aged 35-54*, indicating the sport's appeal to middle-aged Canadians

seeking accessible recreational activities. Higher-income households show greater participation rates, suggesting economic factors may influence access to the sport. Geographically, participation mirrors Canada's population distribution, with Ontario leading at approximately 598,900 players, followed by Quebec with around 315,000 participants.

#### Motivations for Playing

*Canadian pickleball players are primarily driven by enjoyment, with 88% of survey respondents citing fun as their main motivation.* This overwhelming emphasis on enjoyment underscores pickleball's reputation as an entertaining and engaging sport. Health and fitness considerations motivate 54% of players, reflecting growing awareness of physical wellness among Canadians. Social



interaction ranks third among motivating factors, highlighting pickleball's community-building aspects and its role in fostering connections among players.

## Organizational Growth

Pickleball Canada *membership has grown significantly, increasing 25% from 68,102 members at the end of 2023 to 85,223 members by the end of 2024.* This growth reflects the organization's expanding influence, and the value members derive from benefits including access to sanctioned tournaments, officiating programs, coaching opportunities, and local club initiatives. The membership increase demonstrates both the sport's growing legitimacy and participants' desire for structured involvement.

## Addressing Barriers to Participation

Despite impressive growth, Canadian pickleball faces accessibility challenges. The *survey identified a lack of information about the sport as the primary barrier, affecting 21% of potential participants.* This suggests many Canadians remain unaware of pickleball's rules, benefits, or local playing opportunities. Facility shortages represent the second major obstacle at 15%, indicating infrastructure limitations constrain growth potential.

## Strategic Initiatives for Continued Growth

Pickleball Canada is implementing targeted solutions to address identified barriers. An ambassador program launching in spring *and summer 2025 aims to improve communication and education about the sport*, potentially reaching uninformed Canadians and encouraging participation. The Facility Task Team, established in fall 2024, focuses on advocacy and resource development to help communities build pickleball infrastructure.

## Future Outlook

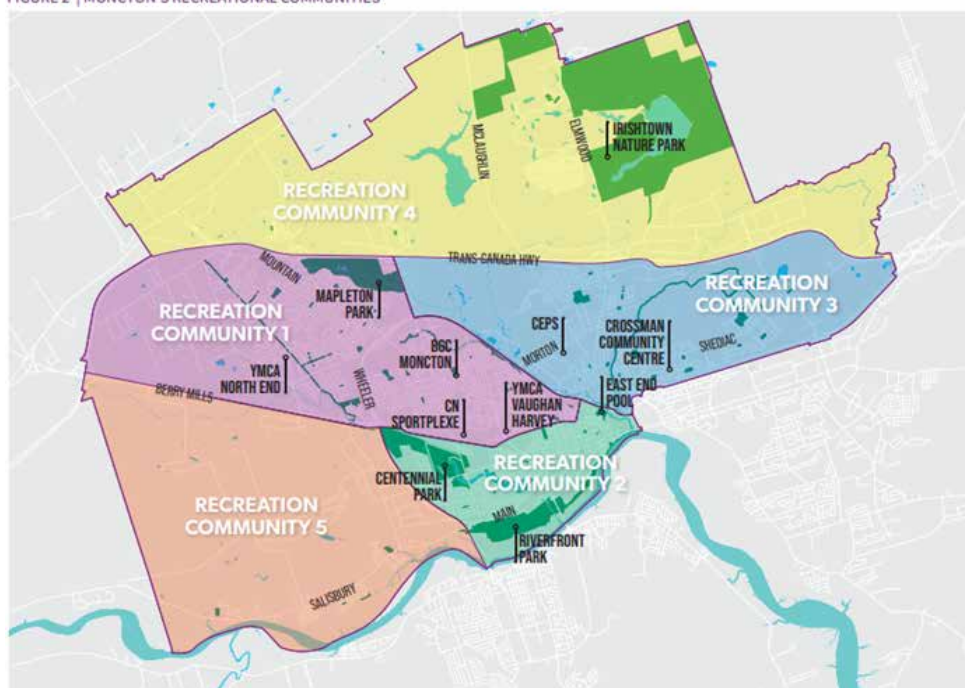
The data reveals pickleball's transition from niche activity to mainstream Canadian sport. Strong participation growth across demographics, particularly among middle-aged adults, combined with organizational expansion and strategic barrier-removal initiatives, positions pickleball for continued growth. However, success will depend on effectively addressing information gaps and facility limitations while maintaining the fun, social atmosphere that attracts most participants.

## Atlantic Canada

With Canada having 1.54 million pickleball players and an adult population (ages 20-80) of 22.7 million in 2021, approximately 6.8% of the Canadian adult population plays pickleball.

Applying this participation rate to the Metro Moncton region would suggest there are approximately 6,400 pickleball players in the area.

FIGURE 2 | MONCTON'S RECREATIONAL COMMUNITIES



## 3.2. Geographic Market Overview

Below are the geographical markets from the recreation master plan. In the plan, they demonstrated the location of different recreation facility locations and provided information about the estimated population and population of different age brackets in each community.

Recreation Community	Facilities
Community 1	YMCA North End (6:30a.m-8p.m) CN Sportplex (N/A) YMCA Vaughan Harvey (9a.m-5p.m) Curl Moncton Facility (7a.m-10p.m)
Community 2	N/A
Community 3	CEPS (6a.m-10p.m)
Community 4	Crossman Community Centre (9a.m-10p.m)
Community 5	506 Pickleball N/A

Below the demographics are provided in the communities along with the estimated population in 2032. Based on that information there is an expected growth in the age groups of 40-64 which aligns with the primary pickleball population age range.

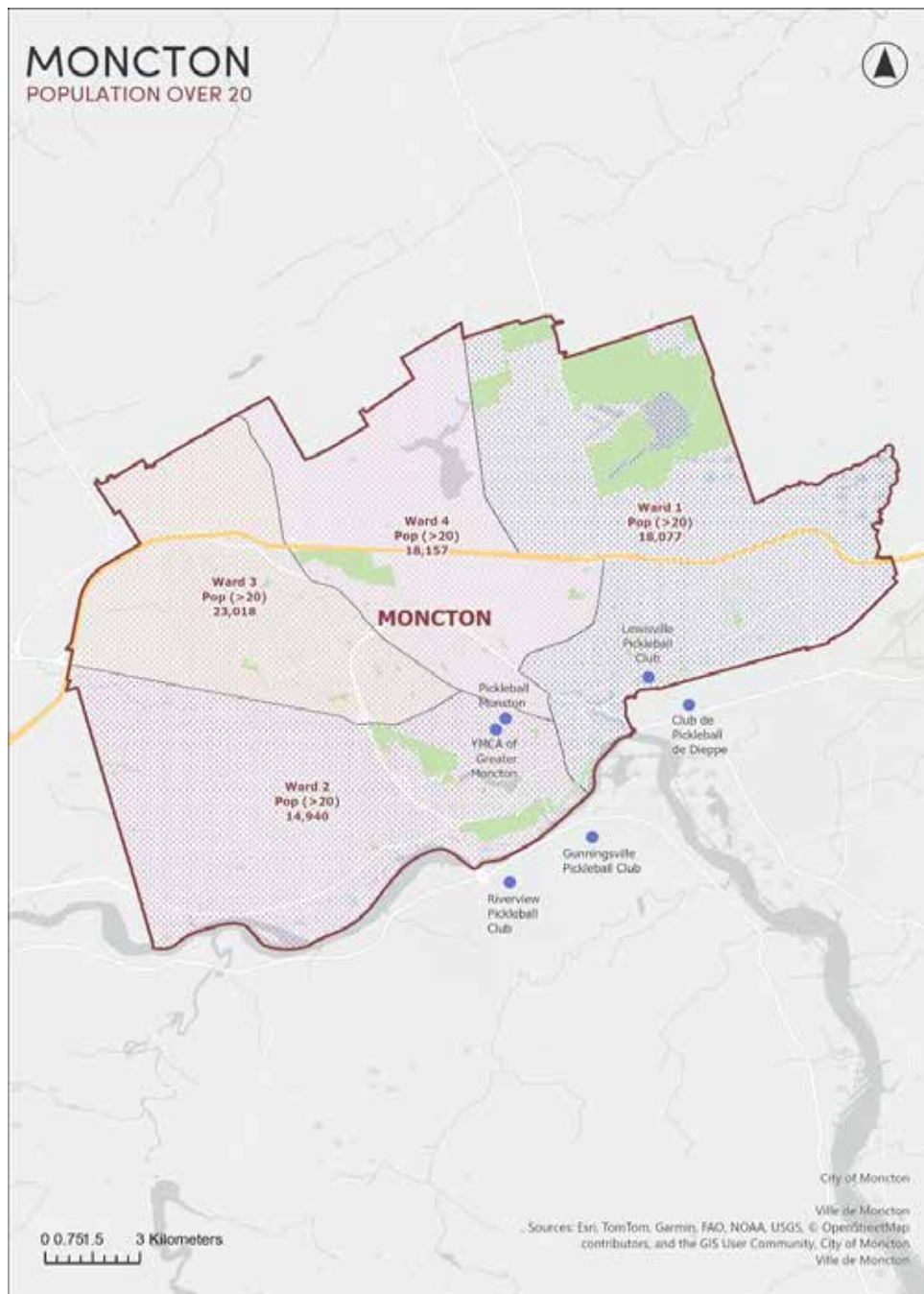
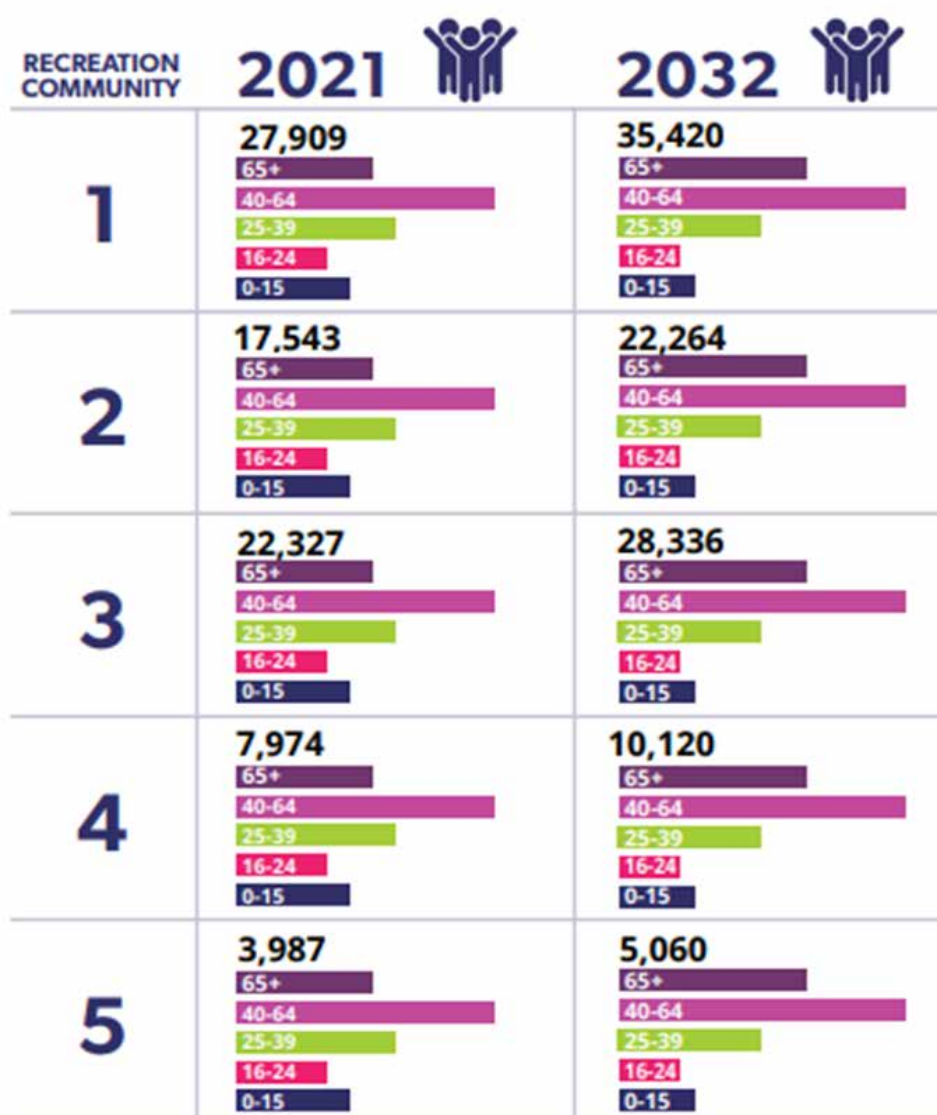


FIGURE 3 | RECREATIONAL COMMUNITIES ESTIMATED POPULATIONS



### 3.3. Primary Market

The primary market for pickleball is concentrated within the Moncton Metro Area and its immediate surroundings, where the majority of organized play currently occurs. Key facilities serving this market include the YMCA, Pickleball Moncton and Curling Facility, and the Crossman Community Centre. These venues provide the core infrastructure for the region's pickleball community, accommodating a significant portion of local demand and serving as the foundation for growth in participation.

### 3.4. Secondary Market

The secondary market for pickleball extends to surrounding communities outside the Moncton Metro Area, where several established clubs operate and contribute to regional demand. These include the Club de pickleball de Dieppe (Dieppe), 506 Pickleball (Irish Town), the Shediac Pickleball Club (Jubilee Park, Shediac), Sackville Pickleball (Sackville), the Riverview Pickleball Club (Riverview), Pickleball Memramcook (Memramcook), and Pickleball Cap Acadie (Cormier Village). While these clubs provide opportunities for local play, their members frequently utilize Moncton's existing facilities to supplement their access, particularly during peak demand periods. Consequently, they represent a significant secondary market that would likely make use of any new facility developed within Moncton, further strengthening the city's position as a central hub for pickleball in southeastern New Brunswick.



## Secondary Market Inventory

Club	Club de Pickleball de Dieppe	506 Pickleball	Shediac Pickleball Club	Sackville Pickleball	Pickleball Memramcook	Riverview Pickleball Club	Pickleball Cap Acadie
Indoor Courts	N/A	6	0	1	6	3	2
Outdoor Courts	10	N/A	4	N/A	0	2	4

### 3.5. Current Location Analysis and Usage

#### Pickleball Moncton

Located at 80 Lockhart Avenue, Moncton, NB, Pickleball Moncton operates as a year-round facility within Curl Moncton. The space, which required an investment of approximately \$40,000 in rent to Curl Moncton, was converted and resurfaced to accommodate six dedicated pickleball courts. The facility operates daily from 7:00 a.m. to 10:00 p.m., 365 days a year, providing members with extensive access and flexibility. Members also benefit from additional amenities, including a lounge area, lockers, and washrooms. During the curling season, members have access to a licensed bar shared with Curl Moncton, enhancing the social experience of the facility.

#### Usage

Prime time and non-prime time can be defined by the following chart based on the schedule on Pickleball Moncton's site with 5pm showing the start of prime time.

Time	Operating Hours	Hours Per Day	Weekly Total Per 6 Courts
Prime Time	5pm-10pm	5	210
Non-Prime Time	7am-5pm	10	420
Total Time	7am-10pm	15	630

Based on the number of courts and available hours, as well as current membership hours, if they are playing doubles, they can still have more bookable/programmable time if everyone plays a minimum of 3 hours weekly.

Number of Courts	Non-Prime Time (420 Hours a week)	Prime Time (210 Hours a week)	Current Membership
6	4.2	2.1	400

Based on the number of courts and number of available hours, and current membership hours if they are playing singles, they drop below in non-prime time but overall are still able to get at least 2 hours of play time.

Number of Courts	Non-Prime Time (420 Hours a week)	Prime Time (210 Hours a week)	Current Membership
6	2.1	1.05	400

## Growth Capacity

The tables below depict the bookable hours in the week based on the number of courts and the number of players per court. This allows us to calculate the number of members the organization has based on 3 hours of play, which is recommended by Sport for Life Canada on a professional development level.

Type of Play	Number of Courts	Available hours for all the courts weekly	Total hours that can be booked	Max Capacity (3 hours of play a week)
Doubles	6	630	2,520	840
Singles	6	630	1,260	420

Based on provincial trends, Pickleball New Brunswick reports an expected growth of approximately 1,000 new players per year across the province. The City of Moncton is projected to account for roughly 499 new players annually, reflecting its status as the largest hub for the sport in New Brunswick. Currently, Moncton hosts the most significant portion of the provincial player base, with approximately 900 registered members.

## Key Summary

This suggests there is considerable capacity to accommodate additional members, potentially at least 100 more individuals, without exceeding existing limits. It is important to note that many players hold memberships at multiple clubs, meaning not all members use the facility consistently. Seasonal fluctuations also impact usage. Approximately 2.6% of Canadians are "snowbirds," which reduces winter participation, and utilization may decrease during the summer months as members take advantage of outdoor play options. These factors indicate that the facility can expand its membership base while maintaining adequate court access and flexibility in scheduling.

## 3.6. Competitor Analysis

### Competitor Indoor Facilities:

Clubs in the region utilize varying pricing structures and membership models. *Pickleball Moncton and 506*

	Annual Membership Cost	Regular Indoor (Per Session)	Member Indoor (Per Session)	10-Session Multi-Pass (Per Session)	20-Session Multi-Pass (Per Session)	Multipass (Per Session)
YMCA of Greater Moncton	-	\$ 7.00	-	-	\$ 6.50	\$ 6.50
Pickleball Moncton	\$ 345.00	\$ 15.00	-	-	-	-
Club de pickleball de Dieppe	\$ 25.00	\$ 5.00	\$ 4.00	\$ 3.50	-	\$ 3.50
Riverview Pickleball Club	\$ 26.98	\$ 5.00		\$ 3.00	-	\$ 3.00
Sackville Pickleball	-	\$ 3.00	-	-	-	-
Shediac Pickleball Club	\$ 37.00	\$ 5.00	-	-	-	-
506 Pickleball	\$ 299.00	\$ 7.00	-	-	-	-
Lewisville	\$ -	\$ 5.00	\$ 3.00	-	-	\$ 3.00



*Pickleball charges an annual membership of \$345 and \$299, which includes court access when available. Other clubs, including the YMCA, Club de Pickleball de Dieppe, Riverview Pickleball, and Shediac Pickleball Club, offer slightly higher annual membership fees ranging from \$25 to \$37. These memberships typically provide access to a multi-pass system, allowing members to pre-book multiple sessions, with an additional cost of \$3 to \$6.50 per session.*


**3.7. New Facility Market Trends**


Pickleball facilities are rapidly emerging across North America, with strategic location patterns reflecting the sport’s primary demographic. Most facilities are concentrated in suburban areas and retirement communities where the market cap is adults aged 35 and older.

Market capitalization analysis focuses on the 35+ age cohort, as this group comprises approximately 75% of regular pickleball players.

**Alternative Option-Dome**

	<b>Size:</b>	<b>Location:</b>
	24,000 square feet	Bellville, Ontario
	<b>Amenities</b>	<b>Building Cost</b>
	8 pickleball courts Pro shop Canteen Lounge	N/A
	<b>Year built</b>	<b>Population</b>
	2025	Total Population: 55,071 Market Cap: 34,010
Located in the Bell Front Shopping Centre, this year-round venue will feature eight indoor pickleball courts designed for lessons, league play, corporate events, charity tournaments, and casual games. On-site amenities include a pro shop, canteen, and lounge, creating a welcoming space for players on and off the court.		
	<b>Size:</b>	<b>Location:</b>
	30,000 square feet	Ipop in Metro Vancouver
	<b>Amenities</b>	<b>Building Cost</b>
	9 pickleball courts	N/A
	<b>Year built</b>	<b>Population</b>
	2025	Total Population: 18,612 Market Cap: 7,570
Transformed from a former grocery store, this facility will offer nine regulation courts for year-round play. Designed for players of all skill levels—from beginners to seasoned pros—it was founded on the principle of inclusivity and accessibility. All programs will be led by certified coaches to ensure high-quality instruction.		

	Size:	Location:
	18,000 square feet	Windsor, Ontario
	Amenities	Building Cost
	6 pickleball courts Pro Shop Party room Social gathering spaces	N/A
	Year built	Population
	2024/2025	Total Population: 229,660 Market Cap: 124,310
<p>This facility will feature six pickleball courts catering to all levels of play. Learn-to-play programs will introduce newcomers to the sport, while experienced players can enjoy competitive games. Additional amenities include a party room, gathering spaces, and a fully stocked pro shop.</p>		

	Size:	Location:
	100,000 square feet	Oakville, Ontario
	Amenities	Building Cost
	9 pickleball courts 10 padel courts Fitness area Yoga Studios Spa Social lounge	N/A
	Year built	Population
	2024	Total Population: 213,759 Market Cap: 120,030
<p>Opening with nine pickleball courts and ten padel courts, this complex will also feature a fitness area, yoga studios, a spa, and a social lounge. A food and beverage area is planned for a later phase, expanding the space's recreational and social offerings.</p>		



Size:	Location:
60,000 square feet	Calgary, Alberta
Amenities	Building Cost
13 oversized courts 4 Tennis courts Locker rooms A café Lounge Rental shop	N/A
Year built	Population
2024	Total Population: 1,306,784 Market Cap: 704,300

This venue will offer 13 oversized courts, providing players extra room to enjoy the game. Amenities include a café, lounge, rental shop, and retail store. Non-members can book courts for drop-in play, while members receive perks such as discounted or free rentals, gear discounts, program savings, and guest passes. In-house trainers and certified coaches will lead guided classes for both pickleball and tennis.



Size:	Location:
40,000 square feet	Kelowna, British Columbia
Amenities	Building Cost
12 courts Nine-hole golf course Natural areas walking trails	N/A
Year built	Population
Not built yet	Total Population: 222,162 Market Cap: 124,800

Situated at the current Kelowna Springs Golf Course, this 40,000-square-foot facility will house 12 pickleball courts, surrounded by the golf course and natural areas with scenic walking trails. The location blends sport and outdoor recreation in a unique setting.





Size:	Location:
100,000 square feet	Boca Raton, Florida
Amenities	Building Cost
14 indoor courts, 12 outdoor 6 padel courts Wellness amenities Coworking space Pro shop Cold plunges Saunas Full-service restaurant by Farmers table	20 million
Year built	Population
2026	Total Population: 101,100 Market Cap: 64,000

Built at a cost of \$20 million and spanning 100,000 square feet, this facility will offer 14 indoor and 12 outdoor pickleball courts, along with six padel courts. Additional amenities include cold plunges, saunas, a coworking space, a pro shop, and a full-service restaurant. Programming will feature lessons, clinics, open play, leagues, and tournaments for all skill levels.



Size:	Location:
N/A	London, Ontario
Amenities	Building Cost
9 pickleball courts Pro shop Restaurant and Bar Social Club	2.7 million
Year built	Population
2025	Total Population: 543,551 Market Cap: 296,345

Built at a cost of \$2.7 million features a nine-court layout complemented by social spaces, including a canteen, and a 360-degree viewing area that allows spectators to watch ongoing pickleball games. The space is designed to accommodate league and tournament play, as well as social events and drop-in opportunities. In addition, the facility will support skill development programs for players ranging from beginners to advanced levels. Memberships will also be available, providing a variety of perks such as early booking privileges of up to 14 days in advance.

## Summary of findings

City	Facility Type	Facility Price	Pickleball Courts Equivalent	Year Built	Population
Kelowna, British Columbia	Dome	\$2.9 million	10	2026	222,160
Town of Newmarket , Ontario	Dome	\$1.5 million	N/A	2024	87,942
Edmonton, Alberta	Dome-Pickleball and Tennis	\$4-\$5 million	19	2025	1,010,899
Quebec City, Quebec	Dome	\$1.6 million	8	2024	549,459

Dome construction costs vary depending on their intended use. Tennis domes, while generally larger, can accommodate pickleball at an average conversion ratio of two pickleball courts per tennis court. ***The average dome cost is approximately \$2.6 million, though a 10-court pickleball dome may range from \$1.5 million to \$3 million depending on design and specifications.*** Facilities dedicated exclusively to pickleball typically require about 3,000 square feet per court. When incorporating additional amenities—such as fitness areas, wellness spaces, or yoga studios—overall facility sizes usually range from 60,000 to 100,000 square feet. For a multi-use facility with these added features, a minimum of 50,000 square feet is recommended, recognizing that this will significantly increase project costs. Conversely, for facilities focused solely on pickleball with a canteen or pro shop, planning for approximately 3,000 square feet per court is sufficient, with additional space allocated for larger support areas if desired.

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# 4-What We Heard



## 4.1. Survey Results & Community Engagement

**Overwhelming Demand:** *96-97% of respondents are very interested in local pickleball facilities*, with 83% already very familiar with the sport. The community demonstrates exceptionally high physical activity levels (55-77% exercising 5+ times weekly).

**Usage Patterns:** *62-71% of respondents plan to use facilities 3+ times per week*, with peak demand during evenings (6-9 PM) and late mornings (9 AM-12 PM). Most are willing to travel 11-20 minutes.

**Strong Public Support:** 85-90% support community investment in recreational facilities, with 81-83% supporting use of tax dollars specifically for pickleball facilities. The majority (73-86%) find annual tax increases of \$1-\$50 per household reasonable.

**Current Gap:** Players currently use multiple converted and temporary facilities (Curl Moncton, tennis courts, schools, rec centers), highlighting capacity constraints and the need for dedicated infrastructure. Endless waiting lists exist at current facilities.

## 4.2. Partnership Options

During user group interviews, three potential partnerships were identified for the new facility. The Curling Club and Tennis Moncton expressed interest in forming partnerships to operate and manage the facility, taking responsibility for programming and day-to-day operations. *The Boys and Girls Club indicated interest in a partnership to share a multi-use space, allowing them to deliver their youth and community programs within the facility alongside other users.*

# 5- Need Assessment



Pickleball Moncton currently operates six courts at the Curl Moncton facility under an existing agreement, which is set to expire in 2026. If this agreement is not renewed, the community could face a shortfall of at least 105 hours of court time per week, creating a significant gap in access to the courts. With participation continuing to grow, current facilities will be insufficient to meet community demand, limiting opportunities for both recreational and competitive play.

Curl Moncton could assume operational control of the pickleball courts, ensuring continuity of access, but this could lead to an oversupply relative to programming needs if Pickleball Moncton had to find a new facility. This assumption of control should not meet the mission of Curl Moncton, as it should be to promote the access and growth of curling. Currently, the courts are underutilized, and programming options remain limited, constraining member engagement and limiting the potential to attract new participants.

Facility amenities are also a critical consideration. Members have expressed a need for improved change rooms, lockers, a licensed lounge, viewing areas, and spectator stands for tournaments. Should a new facility be developed, there is a strong interest in incorporating sport court flooring to improve play quality and support year-round use. These enhancements would not only meet current player expectations but also support tournament hosting, community events, and long-term growth of the sport in Moncton.

Addressing both operational and facility-related gaps is essential to ensure pickleball remains accessible, engaging, and sustainable for the growing community. Strategic planning for court utilization, programming expansion, and amenity upgrades will be key to meeting current and future demand.



## 5.1. Opportunities and Constraints

The development of pickleball facilities within the city presents both significant opportunities and practical constraints that must be carefully evaluated to ensure successful implementation. This section examines the key factors that will influence the feasibility of expanding pickleball infrastructure and programming, including available resources, site suitability, community demand, partnership potential, and operational considerations. By identifying and understanding these opportunities and constraints early in the planning process, the City can make informed decisions that maximize community benefit while addressing potential challenges related to land availability, funding limitations, existing facility capacities, and competing recreation priorities. This balanced assessment provides the foundation for developing realistic and sustainable recommendations that align with the City's recreation goals and fiscal realities.



### Opportunities

#### Community & Demographic

Moncton's growing senior population presents a significant opportunity for pickleball development, as the sport offers low-impact, social recreation that promotes active aging and community connection. The increasing demand from multi-generational participants—from youth to seniors—demonstrates pickleball's broad appeal and potential to bring families and diverse age groups together. This creates an opportunity to address municipal health and wellness priorities through accessible active living programming. Additionally, the rising popularity of pickleball across Canada is driving investment, with communities nationwide recognizing the sport as a cost-effective way to increase participation, reduce social isolation, and support physical and mental well-being across all demographic segments.

### Economic & Financial

Pickleball facility development offers multiple revenue-generating opportunities that can strengthen the financial sustainability of municipal recreation services. Partnerships with neighbouring municipalities such as Dieppe and Riverview, or provincial recreation programs, can expand service capacity. Tournament hosting presents economic impact potential through participant spending on accommodation, dining, and local services, positioning Moncton as a regional pickleball destination. Sponsorship and naming rights from local businesses provide additional funding streams, while grant availability through provincial and federal recreation infrastructure programs offers significant capital support. Ongoing revenue through facility rentals, membership fees, league registrations, and programming can improve cost recovery rates and operational sustainability.

### Facility & Infrastructure

The development of pickleball facilities presents opportunities for innovative, multi-use infrastructure that maximizes community value and operational efficiency. A multi-use facility design that combines pickleball with other sports, such as basketball, volleyball, tennis or users like Boys and Girls Clubs and optimizes space utilization and appeals to diverse user groups. Incorporating accessible design features and universal accessibility standards ensures that facilities serve persons with disabilities and mobility challenges, aligning with inclusive recreation principles. Indoor facility development extends programming beyond seasonal limitations, enabling year-round play, increased participation rates, and enhanced revenue potential during winter months. Strategic facility planning can also integrate amenities such as spectator seating, washrooms, storage, and social gathering spaces \*96+that enhance user experience and support tournament hosting capabilities.

## Partnership & Collaboration

Strategic partnerships offer opportunities to leverage expertise, resources, and networks

to younger generations, building long-term participation and healthy lifestyle habits. Competitive leagues and tournament circuits attract regional participants, generating facility



that enhance pickleball service delivery while managing municipal costs and risks. Established clubs and associations bring organizational capacity, volunteer networks, and participant bases that can support programming, facility activation, and community outreach. School facility partnerships through shared-use agreements provide access to gymnasiums and outdoor courts during evenings and weekends, expanding availability without capital investment. Regional collaboration with Dieppe and Riverview creates opportunities for shared memberships, coordinated programming, and cost efficiencies through economies of scale. Community organization partnerships facilitate outreach to equity-denied groups, including newcomers, low-income families, and persons with disabilities, ensuring pickleball programming reflects Moncton's commitment to recreation equity and accessible service delivery.

## Programming & Innovation

Pickleball programming offers innovative opportunities to diversify municipal recreation services and reach underserved populations. Introduction of learn-to-play programs targeting beginners reduces participation barriers and builds a strong foundation of skilled players who transition into ongoing leagues and drop-in programs. Adaptive and inclusive programming designed for persons with disabilities, combined with accessible facility design, positions Moncton as a leader in inclusive sport delivery. Youth development initiatives and school programming integration introduce pickleball

utilization and economic spin-offs. Drop-in and social play options create low-barrier entry points that emphasize community connection, mental health benefits, and intergenerational relationship building.

## Strategic Alignment

Pickleball development aligns with multiple municipal strategic priorities, creating synergies that amplify community impact beyond recreation outcomes. The sport directly supports age-friendly community opportunities by providing accessible and social activity options for older adults, combating isolation and promoting healthy aging. Programming addresses recreation equity goals by offering low-cost participation opportunities, adaptive programs for diverse abilities, and outreach to marginalized populations, including newcomers and low-income residents. Facility development enhances Moncton's reputation as a recreation destination within the Maritimes, attracting tournaments, participants, and visitors that generate economic benefits and community pride. Strategic alignment with broader municipal objectives ensures pickleball investments receive cross-departmental support, access diverse funding sources, and contribute to comprehensive community development rather than functioning as isolated recreation infrastructure.

## **Constraints**

### **Financial & Budgetary**

Municipal capital budgets for recreation infrastructure face significant constraints that limit the scope and pace of pickleball facility development. Competing priorities across multiple sports, programs, and community needs require careful allocation of limited financial resources, with pickleball competing against other deserving recreation investments such as playgrounds, trails, arenas, and community centers. Ongoing operational and maintenance costs associated with new facilities require sustainable funding models that balance taxpayer expectations with service delivery needs. Uncertainty around long-term cost recovery potential and revenue generation creates financial risk, particularly if participation rates decline or operational costs exceed projections. Grant funding opportunities, while valuable, come with restrictive timelines and eligibility requirements that can delay projects or impose design constraints. Additionally, inflationary pressures continue to increase construction material costs, labor expenses, and professional service fees, reducing purchasing power and potentially requiring scaled-back project scopes.

### **Land & Facility**

The availability of suitable municipal land for pickleball facility development represents a significant constraint in Moncton's urban environment. Limited vacant parcels in desirable locations near population centers, transit routes, and existing recreation amenities restrict site selection options and may necessitate compromises on accessibility or convenience. High land acquisition costs in prime locations strain capital budgets and may render specific projects financially unfeasible without senior government funding or contributions from partners. Site servicing requirements, including parking infrastructure, electrical service for lighting, washroom facilities, accessible pathways, and proper drainage, add substantial complexity and expense beyond basic court construction costs.

### **Operational & Maintenance**

Municipal staffing limitations present ongoing operational constraints that affect the City's capacity to successfully develop, program, and maintain new pickleball facilities. Limited recreation staff availability impacts facility supervision, program coordination, registration management, and customer service delivery, potentially requiring additional full-time equivalent positions or contracted services that increase operational budgets.



### **Facility Access & Continuity**

The current pickleball programming operates under a lease agreement at the curling club, which expires in 2026 and will not be renewed under existing terms. This creates immediate pressure and uncertainty for the established pickleball community that relies on this indoor facility for year-round play. The curling club's decision not to renew the partnership lease reflects their intention to independently operate pickleball courts, which may displace the current club, programming, and community networks that currently exist. Suppose a facility solution is not found by lease expiration. In that case, participants may face service disruptions, program cancellations, or reliance on facilities that don't meet community needs or accessibility standards, undermining participation growth and community satisfaction.

# 6-Partnership Framework



To strengthen partnership and collaboration opportunities, it is recommended that the City adopt a Partnership Framework as a guiding strategy to increase service delivery for pickleball. A partnership framework provides a structured process to evaluate potential collaborations, ensuring they align with the recreation goals, deliver measurable community value, and establish clear roles and responsibilities. By applying this framework as part of the overall strategy, the City can make consistent and transparent decisions, prioritize the most impactful partnerships, and build long-term sustainability and accountability in recreation service delivery.





<b>Dimension</b>	<b>Key Questions</b>	<b>Rating Scale (1–5)</b>	<b>Notes/Examples</b>
Mission Alignment	Does the partnership directly support the City's recreation and community well-being objectives?	1 = Low / 5 = High	e.g., Partnership promotes active aging, inclusivity, or youth development.
Community Benefit	Does it enhance accessibility, equity, or overall participation in recreation?	1 = Narrow impact / 5 = Broad impact	Look for impact on seniors, youth, and equity-denied groups.
Resource Contribution	What resources (funding, staff, facilities, volunteers) are contributed by the partner?	1 = Minimal / 5 = Significant	Shared staffing, co-funding, or facility access.
Financial Sustainability	Does the partnership strengthen cost recovery or reduce municipal expenses?	1 = Adds cost / 5 = Strong financial value	Long-term savings, sponsorship, or shared operating costs.
Capacity & Expertise	Does the partner bring knowledge, networks, or skills the City lacks?	1 = Low / 5 = High	Specialized instructors and/or technical capacity.
Innovation Potential	Does it introduce new or creative programming, technology, or delivery models?	1 = No innovation / 5 = High innovation	Hybrid programs, community development, multi-use facilities development or age-friendly design.
Risk & Liability	Are legal, reputational, or operational risks manageable?	1 = High risk / 5 = Low risk	Clear agreements, insurance, and CSA standards.
Longevity & Scalability	Can the partnership be sustained or expanded over time?	1 = One-off / 5 = Long-term scalable	Pilot programs with potential for growth.

The development of pickleball facilities presents an opportunity to enhance the community's recreational system through strategic collaboration. By adopting and consistently applying the Partnership Framework outlined above, the City can ensure that investments in pickleball and other recreation amenities are guided by clear criteria that prioritize community benefit, financial sustainability, and long-term impact.

This framework provides the foundation for transparent decision-making, allowing the City to evaluate potential partnerships—whether with pickleball associations, private operators, neighboring municipalities, or community groups—against consistent standards. It ensures that collaborations are pursued strategically rather than opportunistically, advancing shared recreation goals while optimizing limited resources and delivering equitable access to quality programming.

As the City move forward with pickleball facility implementation, the Partnership Framework will serve as a valuable tool to identify the right partners, define clear roles and responsibilities, and build accountability into every stage of development and operation. Whether evaluating a co-investment in tournament-grade courts, a shared programming agreement, or a volunteer-led maintenance model, this structured approach will maximize community value while managing risk and ensuring fiscal responsibility.

Ultimately, the success of pickleball development—and recreation services more broadly—depends on the strength of collaborative relationships. By embedding this framework into planning and decision-making processes, the City positions itself to build sustainable, innovative, and community-centred recreation partnerships that serve residents well into the future.

## 6.1. Operation Model

### Partnership Approach:

The city will retain ownership of the facility while the selected partner organization will be responsible for managing day-to-day operations. This ensures that the building remains a community asset, while leveraging the expertise of the operating partner to deliver quality programming and member services.

### Responsibilities

The City of Moncton will cover the costs of all major repairs exceeding \$5,000.

The operating partner organization will be responsible for repairs under \$5000, facility insurance, staffing (hiring, training, and management), programming (including member and community programs), and utilities and other operating costs.



### Membership and Programming Mix

The operation framework is a 70/30 split:

70% Membership-based programming, core programs and services will be offered to members, ensuring value and consistency for individuals who commit to ongoing participation

30% drop-in or “Learn to Play” programming, a minimum of 30% of all programs must be dedicated to drop-in or “learn to play” opportunities. For example, if 10 member programs are offered, at least 3 programs must focus on introductory or youth development opportunities. This framework supports both member retention and community growth.

### Agreement Review

The operating agreement will be reviewed every five (5) years to ensure it continues to meet community needs and remains aligned with the City’s strategic objectives.

### Performance Metrics

Key indicators for evaluating the success of the partnership include:

- Number of new participants engaged
- Revenue generation
- Membership retention and growth (secondary measure)
- Program participation rates (secondary measure)

## 6.2. Identified Sites

*Currently available lease spaces in the City of Moncton are not large enough to accommodate eight pickleball courts, making leasing an existing facility impractical.*

# 7-Funding



Developing new or improved recreational facilities requires a diverse funding strategy to ensure financial sustainability. Potential funding sources include:

## **Donations**

An organized donation program can attract contributions from private individuals, businesses, or community partners. Recognition of support, such as listing donors in brochures or on websites, can help incentivize giving and strengthen community engagement.

## **Bequests**

Charitable bequests are gifts made through a donor's will to an agency, charity, or non-profit organization. These can take the form of money, land, or other assets, providing a valuable funding option for individuals who wish to leave a legacy.

## **Local Improvement Tax/Special Tax**

A Local Improvement Tax applies to residents within a defined area that benefits directly from a facility or improvement, ensuring that funding responsibility is localized. A Special Tax may be applied to services or construction projects that specifically benefit a defined area within the municipality.

## **Naming Rights/Sponsorship**

Sponsorship and naming rights provide funding through corporate partnerships, advertising, or leasing opportunities. This approach can help offset operating costs, support programs, and fund special events, while fostering long-term relationships with local businesses and organizations.

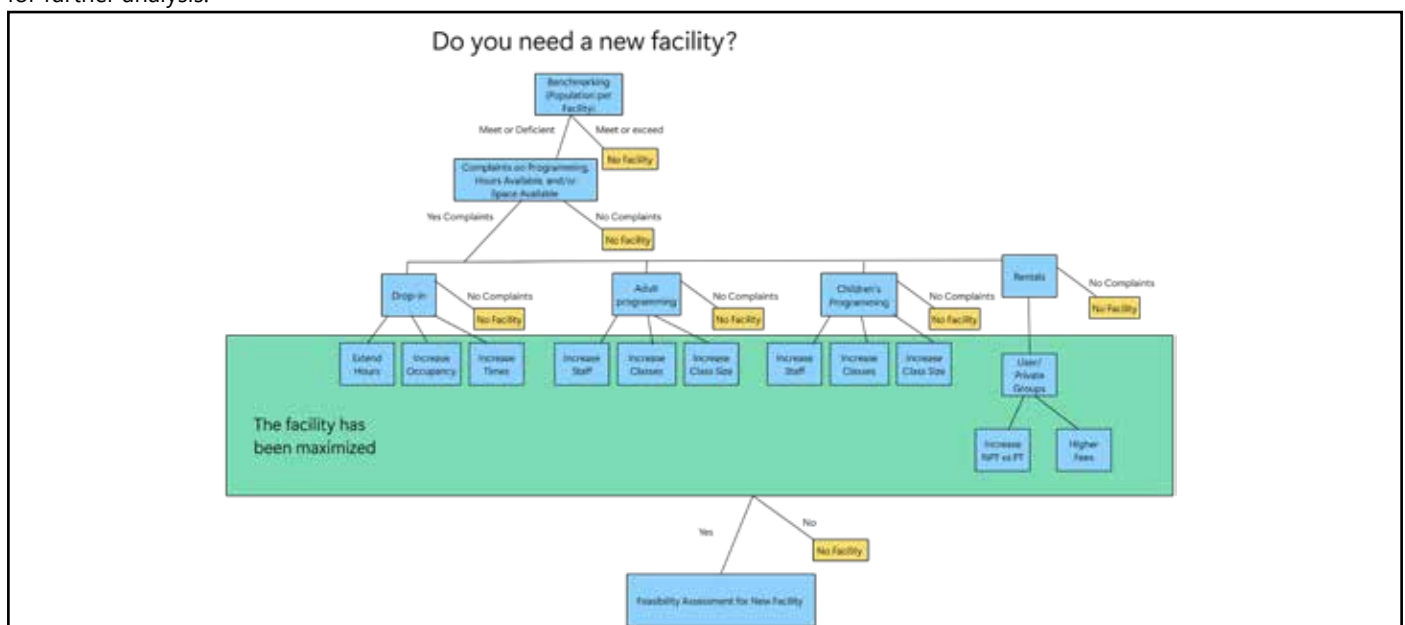
By leveraging a combination of grants, donations, bequests, taxes, and sponsorships, municipalities can develop a sustainable funding model to support both the capital and operational needs of recreational facilities.

# 8-New Facility Feasibility Framework

A New Facility Feasibility Framework is essential for municipalities to make informed, financially responsible decisions about infrastructure investments. This structured approach helps distinguish between community needs and wants. Examples could include aquatics vs indoor soccer or indoor tennis vs pickleball.

By systematically vetting facility proposals, municipalities can prioritize projects that deliver maximum public benefit within fiscal constraints. This process also enhances transparency and accountability, demonstrating to taxpayers how their money is allocated. The framework helps prevent emotional or political decision-making by grounding choices in data-driven evidence.

The graphic above illustrates a structured decision-making framework for facility development designed to assess whether a municipality needs a new facility. This process promotes the efficient use of time and resources by ensuring that existing facilities are operating at or near capacity before initiating plans for new construction. The framework begins by examining initial concerns regarding facility availability and categorizes them into four key areas: drop-in use, adult programming, children's programming, and facility rentals. Should all four areas demonstrate sustained complaints or capacity constraints, the framework provides subcategories for further analysis.





# 9-Recommendations



Before examining specific options, it is important to recognize that the City can choose to either continue maintaining its current operations or expand by constructing a new facility, depending on which approach best meets community needs. The options range from remaining in the existing facility with modifications to the lease or operations to developing a new facility or dome with additional courts. The revenue models are based on 70% prime-time usage and 25% non-prime-time usage, assuming the facilities operate 51 weeks per year, with estimated facility operating costs based on national averages.

## Option 1 A – Same Facility-Status Quo

The existing Pickleball facility is located in the Curl Moncton building. The facility includes a small lounge area with one unisex washroom and does not have air conditioning; regular movable fans are used for ventilation. Player feedback highlighted a desire for air conditioning, more washrooms, and smaller locker spaces.

Regarding facility management and the lease structure, it is recommended that the City serve as the master lessee. This approach will ensure more effective oversight of partnerships, streamlined conflict resolution between tenants, and enhanced community access to the facility.

Pros	Cons
<ul style="list-style-type: none"><li>-City has control over the lease</li><li>-Enables efficient coordination of partners and scheduling</li><li>-Strengthen conflict resolution between tenant groups</li></ul>	<ul style="list-style-type: none"><li>-Limited ability to expand or reconfigure space</li></ul>

## Option 1 B – Same Facility-Enhancements

Pickleball would remain at the Curl Moncton location with key upgrades, including air conditioning, additional bathrooms, and general facility improvements.

Pickleball Court Renovations					
OPINION OF PROBABLE CONSTRUCTION COSTS - OPTION 1					
October 28, 2025					
Elements Renovations		Quantity	Element		Sub-Total
			Rate	Cost	Cost
1	Demolition/Renovations				\$27,000
1.1	Demolition Allowance	LS		\$12,000	
1.2	Cutting Patching for M/E	LS		\$15,000	
2	Structure				\$0
3	Building Enclosure				\$0
4	Interior Finishes				\$298,600
4.1	Furniture Allowance	LS		\$25,000	
4.2	New Partitions	LS		\$33,600	
4.3	New Ceilings	LS		\$48,000	
4.4	Flooring CT to WR / Locker	LS		\$30,000	
4.5	Flooring Carpet	LS		\$70,000	
4.6	Painting	LS		\$35,000	
4.7	New Doors / Frames / Hardware	LS		\$6,000	
4.8	P.L. Washroom Partitions	LS		\$6,500	
4.9	Washroom/ Locker Room Accessories	LS		\$1,500	
4.10	Change rooms with Bench	LS		\$8,000	
4.11	Lockers	LS		\$25,000	
4.12	Locker Room Benches / Coat Hooks	LS		\$10,000	
5	Vertical Movement				\$0
5	Mechanical				\$309,000
5.1	New Plumbing Fixtures / Drains	LS		\$35,000	
5.2	Ventilation for WR / Locker Room	LS		\$25,000	
5.3	Sprinkler Allowance	LS		\$24,000	
5.4	AirConditioning forCourts Allowance	LS		\$225,000	
6	Electrical				\$40,000
6.1	Electrical Allowance	LS		\$40,000	
8	Site Development				\$0
7	Sub-total				\$674,600
7.1	General conditions / Permits	10.0%			\$67,460
8	Sub-total				\$742,060
8.1	Contractor's Overhead & Profit	12%			\$89,047
11	Sub-total				\$831,107
11	Bonds and Permits	0%			\$0
9	Sub-total				\$831,107
9.1	Design contingency	7%			\$58,178
10	TOTAL CONTRACT VALUE (Exclusive of HST)				\$889,285

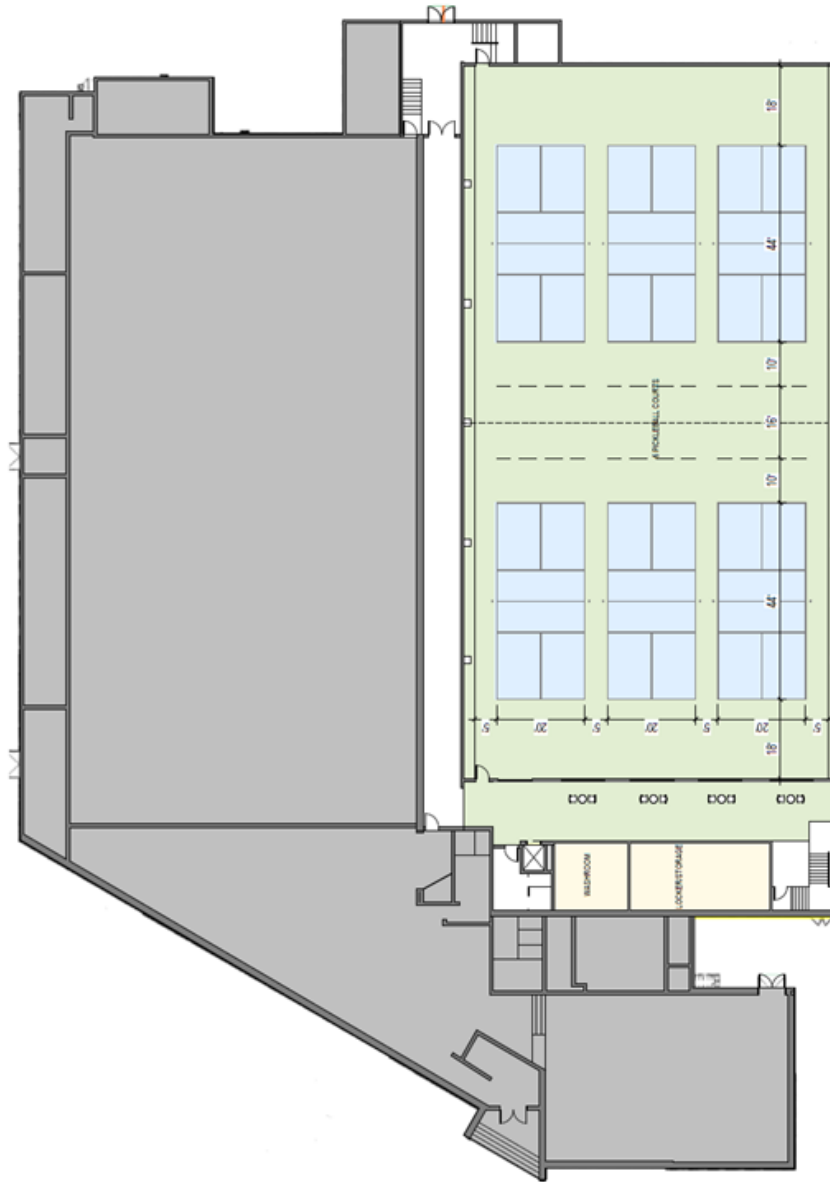
To support sustainable operations, it is proposed that the annual membership cost be reduced to \$50, with drop-in rates between \$4 and \$6. At this rate structure, the facility would need to maintain approximately 510 active members at 70% primetime and 25% non-prime-time utilization to cover the low end of operational fees, estimated at \$194,886 annually. This figure does not include additional revenue or expenses related to instructional or learn-to-play programs.

Membership Fee	\$ 50
Members	510
Annual Membership Sales	\$ 25,500.00
Drop in Cost Prime Time/pp	\$6
Drop in Cost Non-Prime Time/pp	\$4
Number of players per court	4
70% Prime Time Per Week	\$ 2,957
25% Non-Prime Time Per Week	\$ 480
Total Number of Weeks of Operation	51
Total Revenue	\$ 200,777

For operational costs, the range is \$194,000 to \$298,000. The higher-end, annual operational costs of \$298,386 would include contracted instructional staff to lead learn-to-play programs of up to 10 participants per session, generating enough revenue to offset the additional costs.

Category	Low monthly Cost	High Monthly Cost	Low Annual Cost	High Annual Cost
Utilities	\$ 3,000	\$ 5,700	\$ 36,000	\$68,400
Building	\$2,350	\$ 4,450	\$ 28,200	\$53,400
Staffing	\$10,891	\$ 14,716	\$ 130,686	\$ 176,586
Total	\$ 16,241	\$ 24,866	\$ 194,886	\$ 298,386

The staffing model would consist of one Executive Manager and Part-time Facility Attendants, with instructional staff added as programming demand grows.



**OPTION1- LEVEL 1** 1 : 250 **CURL MONCTON FACILITY- PROPOSED FLOOR PLAN**

MONCTON INDOOR PICKLEBALL FACILITY  
06/20/25

Pros	Cons
<ul style="list-style-type: none"> <li>-City has control over facility lease, maintaining clear oversight</li> <li>-Enables efficient coordination of partnerships</li> <li>-Low-cost membership increased affordability and accessibility</li> <li>-Increased Membership</li> </ul>	<ul style="list-style-type: none"> <li>-Limited ability to expand or reconfigure space due to shared layout.</li> <li>-Lack of dedicated spectator space</li> </ul>



## Option 2 – New facility

The new facility option envisions a purpose-built Pickleball center of approximately 3,330 square meters. This building would include 10 courts, with two convertibles into spectator seating during tournaments. Additional spaces would include locker rooms, washrooms, storage, and staff offices. The structure would be single-story and constructed to meet NBC 2020 and NECB standards. As a new build, this option would involve significant capital investment of \$8.3 million.

NEW Pickleball Court					
OPINION OF PROBABLE CONSTRUCTION COSTS - OPTION 2					
October 28, 2025					
Elements Building Area 36,400 Sq.ft.		Quantity	Element		Sub-Total
			Rate	Cost	Cost
1	Demolition/Renovations				\$0
2	Structure / Pre-Engineered Steel Building / Walls				\$1,428,000
2.1	Concrete Foundations	LS		\$520,000	
2.2	Concrete Floor to Service Area	LS		\$211,200	
2.3	Pickleball Court Floor - Asphalt on 12" crushed	LS		\$241,200	
2.4	Acrylic Coating to Courts	LS		\$455,600	
3	Building Enclosure				\$3,401,200
3.1	Steel Pre-engineered Building - Steel Insulated Roof Walls	LS		\$3,367,200	
3.2	Exit Doors	8		\$16,000	
3.3	Entrances	LS		\$10,000	
3.4	OverheadDoor	1		\$8,000	
4	Interior Finishes				\$464,940
4.1	Finishes Storage / Locker	2583		\$154,980	
4.2	Finishes Storage / WR	2583		\$309,960	
5	Vertical Movement				\$0
5	Mechanical				\$944,800
5.1	Sprinklers	LS		\$291,000	
5.2	A/C to Courts	LS		\$428,000	
5.3	Heat to Courts	LS		\$160,800	
5.4	Vent to Washrooms	LS		\$25,000	
5.5	Plumbing	LS		\$40,000	
6	Electrical				\$379,000
6.1	Electrical to Courts	LS		\$187,000	
6.2	Electrical WR / Storage	LS		\$192,000	
7	Site Development				\$250,000
7.1	Services	LS		\$100,000	
7.2	Site Work	LS		\$150,000	
8	Sub-total				\$6,867,940
8.1	General conditions / Permits	7.0%			\$480,756
9	Sub-total				\$7,348,696
9.1	Contractor's Overhead & Profit	10%			\$734,870
11	Sub-total				\$8,083,565
11	Bonds and Permits	0%			\$0
10	Sub-total				\$8,083,565
10.1	Design contingency	3%			\$242,507
11	TOTAL CONTRACT VALUE (Exclusive of HST)				\$8,326,072

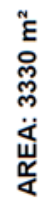
Operation costs would be between \$225,000 and \$342,144. This would be mostly due to the increased size of the facility and added amenities.

Category	Low monthly Cost	High Monthly Cost	Low Annual Cost	High Annual Cost
Utilities	\$ 3,450	\$ 6,555	\$ 41,400	\$78,660
Building	\$2,703	\$ 5,118	\$ 32,430	\$61,410
Staffing	\$12,525	\$ 16,923	\$ 150,289	\$ 203,074
Total	\$ 18,687	\$ 28,596	\$ 224,119	\$ 342,144

This option would offer long-term benefits in revenue generation through increased capacity and tournament hosting. The proposed membership model from the previous option would accommodate 850 members in the 10-court facility.

Membership Fee	\$ 50
Members	510
Annual Membership Sales	\$ 25,500.00
Drop in Cost Prime Time/pp	\$6
Drop in Cost Non-Prime Time/pp	\$4
Number of players per court	4
70% Prime Time Per Week	\$ 2,957
25% Non-Prime Time Per Week	\$ 480
Total Number of Weeks of Operation	51
Total Revenue	\$ 200,777

The expanded layout allows for recreation and competitive play, accommodating local leagues, youth programs, and tournaments. Two convertible courts provide seating for major events, making this a regional hub for pickleball.



1 : 250

MONCTON INDOOR PICKLEBALL FACILITY  
06/20/25

Pros	Cons
<ul style="list-style-type: none"> <li>-Purpose-built facility with modern amenities</li> <li>-Increased capacity and revenue opportunities</li> <li>-Supports tournaments and community events</li> <li>-Long-term investment in recreation infrastructure</li> <li>-Enhanced accessibility and comfort for players</li> </ul>	<ul style="list-style-type: none"> <li>-Highest capital cost</li> <li>-Requires new site acquisition</li> <li>-Longer construction timeline</li> <li>-Higher operational and maintenance expenses</li> <li>-Potential location challenges outside city center</li> </ul>

## Option 3 – Dome Facility

The dome facility option proposes a 3,280-square-meter air-supported structure containing eight courts. It would include a viewing lounge, washrooms, locker rooms, a staff area, and storage space, all connected to a permanent support building. The dome would operate seasonally, requiring annual assembly and disassembly contracts.

**NEW Pickleball Court - DOME OPTION**  
**OPINION OF PROBABLE CONSTRUCTION COSTS - OPTION 3**  
 October 28, 2025

Elements		Quantity	Element		Sub-Total
Dome Area 25,608 Sq.ft. - Service Area 5,600 Sq. ft. - Mech. Slab 1,900 Sq. ft.			Rate	Cost	Cost
1	Demolition/Renovations				\$0
2	Structure				\$2,779,908
2.1	Concrete Foundations	992 LF		\$595,200	
2.2	Concrete Floor to Service Area	5700		\$125,400	
2.3	Mechanical Slab	1900		\$66,500	
2.4	Pickleball Court Floor - Asphalt on Crushed Stone	LS		\$256,808	
2.5	Acrylic Coating to Courts	LS		\$455,600	
2.6	Dome Superstructure	25608SF		\$1,280,400	
3	Building Enclosure				\$667,600
3.1	Service Building	5760 SF		\$633,600	
3.2	Exit Doors	LS		\$16,000	
3.3	Entrances	LS		\$10,000	
3.4	OverheadDoor	LS		\$8,000	
4	Interior Finishes				\$500,000
4.1	Finishes Storage / Lockers	LS		\$500,000	
5	Vertical Movement				\$0
5	Mechanical				\$177,000
5.1	Sprinklers Service Building Only	LS		\$57,000	
5.2	Ventilation to WR / Lockers	LS		\$80,000	
5.3	Plumbing	LS		\$40,000	
6	Electrical				\$380,000
6.1	Electrical Allowance	LS		\$380,000	
7	Site Development				\$250,000
8	Sub-total				\$4,754,508
8.1	General conditions / Permits	7.0%			\$332,816
9	Sub-total				\$5,087,324
9.1	Contractor's Overhead & Profit	10%			\$508,732
10	Sub-total				\$5,596,056
10.1	Design contingency	3%			\$167,882
11	TOTAL CONTRACT VALUE (Exclusive of HST)				\$5,763,938
	Note: Extra cost to change asphalt court floor to 4" concrete floor add \$305,800.00				

The dome would involve a moderate capital cost of 5.7 million but include ongoing operational costs for seasonal setup and storage. The permanent structure, which includes the bathrooms, lounge and storage space, would remain year-round.

The operating costs would range from \$222,086 to \$313,986 per year. The increased amount is due to the \$60,000 needed to disassemble, reassemble and store the dome itself.



Category	Low monthly Cost	High Monthly Cost	Low Annual Cost	High Annual Cost
Utilities	\$ 1,500	\$ 2,850	\$ 18,000	\$34,200
Building	\$1,950	\$3,700	\$23,400	\$43,200
Staffing	\$10,891	\$ 14,716	\$ 130,686	\$ 176,586
Dome set-up, take down, storage	\$ 4,166	\$ 5,000	\$50,000	\$60,000
Total	\$18,507	\$26,266	\$222,086	\$313,986

The dome structure would provide flexibility for year-round play, particularly in colder months. It could serve as a cost-effective interim solution while offering high-quality indoor courts for both recreational and organized play.

The long-term benefits are in increased revenue from additional capacity and tournament hosting. The membership model for this facility would include an annual membership fee of \$50, with drop-in costs of \$5 for non-prime time and \$7 for prime time. This increased amount is needed to accommodate the cost of reassembling the dome. This space will accommodate play for 680 members in an 8-court facility, with seating during tournaments or for people to watch the action on court.

Membership Fee	\$ 50
Members	680
Annual Membership Sales	\$ 22,750
Drop in Cost Prime Time/pp	\$7
Drop in Cost Non-Prime Time/pp	\$5
Number of players per court	4
70% Prime Time Per Week	\$ 4599
25% Non-Prime Time Per Week	\$ 800
Total Number of Weeks of Operation	51
Total Revenue	\$ 309,373

This expanded layout provides increased recreation and competitive opportunities, including league play, programming, and tournaments. With two seating areas and a lounge in the center, the space accommodates major events and serves as a hub for pickleball activities.



AREA: 3280 m<sup>2</sup>

**OPTION 3: DOME MONCTON FACILITY - PROPOSED FLOOR PLAN**

1 : 250  
MONCTON INDOOR PICKLEBALL FACILITY  
06/2025

Pros	Cons
<ul style="list-style-type: none"> <li>-Seasonal flexibility and quick installation</li> <li>-Moderate capital cost compared to new build</li> <li>-Provides a large playing area with lounge options</li> </ul>	<ul style="list-style-type: none"> <li>-Requires annual setup, dismantling, storage and maintenance costs for the dome</li> <li>-Limited permanence and insulation</li> <li>-Dependent on seasonal weather conditions</li> <li>-Loss of play during installation and removal of the dome</li> </ul>

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