



14032-23 Ave #502
Edmonton, Alberta
T6R 3L2

January 4, 2022

To: City of Spruce Grove

Subject: Support Letter for Building Additional Pickleball Courts

The growth of pickleball in Canada and Alberta

According to an IPSOS poll in December 2019, there are approximately 350,000 pickleball players in Canada. This is from the first poll in Canada conducted for pickleball. Pickleball is recognized as one of the fastest growing sports in North America. Facilities and availability are not keeping up with demand. Pickleball Alberta's membership has gone from 500 to 5,000 in 5 years. There is no sport in our province in the last 20 years, that has seen that kind of explosive growth. The Parkland Pickleheads have seen constant increases in membership over the years. Being on both the National and Provincial boards, I can say that the Parkland Pickleheads is one of the top clubs, with some of the some of the finest leaders in Canada.

How this sport lines up so well with lifelong involvement and physical activity for all ages, all abilities

Pickleball has been cited as an excellent means for people of all ages to experience most of the aspects of physical literacy. It is a sport that gets people off the couch, gives people early success/rewards/enjoyment as it is easy to pick up and start playing.

Economic Benefit to the City

This past year saw the Red Deer Pickleball Club host the 2021 Nationals for pickleball. As calculated by the City of Red Deer through their Event Impact Study, the total business sales from Nationals were calculated to be \$1,134,555. I had the pleasure of talking with Major Tara Veer (2013-2021) and how pickleball had given so many benefits to their city. She said that if any municipality would like to discuss with her the benefits of pickleball and facilities, she would gladly have that discussion with them.

In closing, the expansion of outdoor pickleball facilities is greatly needed, welcomed, and would be supported by its membership and Pickleball Alberta.

Kirk Jensen

A handwritten signature in blue ink, appearing to read "Kirk Jensen", is written over a faint, stylized outline of the Pickleball Alberta logo.

President
Pickleball Alberta