



Media Release

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Aurora Community Tennis Club Sees a Brighter Season Ahead

Aurora – On Friday, local MPP Chris Ballard and Ontario Trillium Foundation volunteer Elaine Adam met with members of the Aurora Community Tennis Club (ACTC) to learn how the \$10,000 Seed grant it received in late 2016 has made an impact. The grant enabled ACTC to produce and publish a Feasibility Study outlining the partnership framework it utilized to purchase its new LED lights at McMahon Park.

“Congratulations to the Aurora Community Tennis Club on its Trillium Seed grant. I know this grant means a lot to the club and will allow it to do even more. As MPP of Newmarket-Aurora, I am always very excited to be part of Ontario Trillium Foundation announcements in my riding. Investing in local communities is part of our governments plan to build complete communities, grow our economy and help people in their everyday lives.”

– Chris Ballard, MPP for Newmarket-Aurora

Through a membership survey done in 2015, ACTC’s Board determined that many seniors were withdrawing from evening tennis programs due to inadequate lighting set to 30-year-old standards more suited for young adults. More recent research indicated that innovations in LED technology bring three times the light level while cutting energy consumption in half. The installation of new LED luminaires increases the Club’s ability to provide inclusive and accessible tennis programs particularly for the burgeoning senior community in York Region.

“ACTC believed there was an alternative way to think about funding LED court lighting. LED lights operating for five months and then being off for the winter was an inefficient use of recreational assets,” said Brent MacKinnon. “Why not allow a private sector business to use our lights during the winter months and the hydro savings rebated back to ACTC. The Ontario Trillium Foundation agreed that this was a different approach to achieving results and supported our request for a Seed grant.”

As a small non-profit community recreation program, ACTC faced extreme financial challenges when considering the purchase of energy and cost-efficient LED lighting. Our plan was to: receive an energy saving grant from Alectra Power Co; seek an HST rebate from the Canada Revenue Agency; raise general membership fees, and; receive a hydro rebate from the winter operator.

Aurora Community Tennis Club is an outdoor summer facility situated in McMahon Park in Aurora. ACTC has been providing a range of programs to promote tennis for all levels of skill in our community since 1937. It utilizes three cushioned tennis courts and two pickleball courts under an agreement with the Town of Aurora at McMahon Park.

An agency of the Government of Ontario, the Ontario Trillium Foundation (OTF) is one of Canada’s largest granting foundations. With a budget of over \$136 million, OTF awards grants to some 1,000 projects every year to build healthy and vibrant Ontario communities. www.otf.ca