



www.CVTAtennis.org

2012 CVTA Board of Directors Report to Membership

Introduction ...

The 2012 CVTA Board of Directors operated under specific goals from the 2011 CVTA Board of Directors. Noted below are those goals.

- **Social:** Promote a variety of tennis social events to benefit the CVTA membership.
- **Financial:** Balance expenses and revenue for the CVTA. Balance expenses and revenue for the Boulder County Cup.
- **Publicity:** Align publicity efforts to fit the needs of the CVTA. Increase the visibility of the Facebook page among the members, local leaders, etc. Redesign the CVTA newsletter to make it less labor intensive and increase frequency of distribution. Create a committee to research implementation of the scholarship fund. Develop a quarterly press release program for area media.
- **Membership:** Continue to maintain the membership level, with goal of 200 members
- **League:** Sustain the current number of CVTA league teams and introduce solutions that will address capacity issues.
- **Community:** Continue to strengthen the relationship with the City of Louisville for the purposes of promoting tennis in the community and improving tennis court facilities in the community.
- **Directors:** Review the CVTA website for updating. Review the CVTA marketing brochure. Create a study and recommendation for possible reimplementation of the Louisville Open Tennis Tournament. Create a study and recommendation for implementation of a program promoting tennis in the Louisville community, i.e. kid's programs, schools, senior center(s), etc.

To these ends, we hope you will find this report reflects efforts to accomplish these goals.

Social

The CVTA Board offered a number of opportunities for our membership to participate in tennis related social activities and clinics other than league play during 2012.

- Ranch Country Club Winter Play
- January Social at the Ranch Country Club
- February Casino Night
- March Social at the Ranch Country Club
- Senior Tennis Program
- May Clinic at Pirates Park with Chad Tsuda
- July Social at the Centennial Courts
- September Social at the Centennial Courts
- Boulder County Cup Tournament

Financial

The 2012 Board continued to be fiscally conservative. The goal for 2012 was to balance expenses and revenue for the CVTA and Boulder County Cup. In 2012, our total revenue exceeded our expenses by just 3.87%, narrowing in on our goal to be revenue neutral. To accomplish this goal, we reduced league fees to \$10 from \$15, and donated one ball machine each to Centaurus High School and Monarch High School.

The Board continued the practice of offering discounted CVTA membership fees for early renewal members for a limited time in the first quarter of 2012. Basic membership fees remained the same in comparison to 2011 fees.

Revenue for 2012

• Memberships	\$5,408.05	(\$5,299.52 - 2011)
• League Fees	\$3,440.00	(\$4,312.00 - 2011)
• Socials/Clinics	\$1,186.00	(\$1,097.00 - 2011)
• Boulder County Cup	\$ 0.00	(LTA handled all BCC transactions)
• Donation Account	\$1,462.09	
• Miscellaneous	<u>\$ 0.00</u>	
• Total	\$11,496.14	(\$12,190.42 – 2011)

Expenses for 2012

• CHS Court Reservation	\$ 472.50	
• Lsvl. Court Reservation	\$2,787.50	
• Socials/Clinics	\$1,364.61	
• Services/Internet	\$2,543.38	
• Insurance	\$ 855.00	
• Boulder County Cup	\$ 0.00	(LTA handled all BCC transactions)
• IRS Tax Exempt Status	\$ 400.00	
• Ball Machine Donations	\$1,462.09	
• Transfer to Donation Acct	\$1,000.00	
• Miscellaneous	<u>\$ 182.50</u>	
• Total	\$11,067.58	(\$11,073.41 – 2011)

Note (1): The Revenue and Expense numbers reflected above are accurate with the Treasurer's CVTA spreadsheet. **The net profit for 2012 was \$428.56. This was primarily due to the large increase in league teams played this year.**

Note (2): All CVTA funds have been transferred from the CVTA PayPal account to the CVTA Operating Account; leaving a resulting balance of \$0.00.

Note (3): This year we had unexpected IRS fees for reinstatement of our tax exempt status as a 501(c)7 organization.

Publicity:

The CVTA membership received regular e-mail updates and reminders of events, newsletter availability, and impending deadlines for participation in the CVTA. The CVTA board also maintained the Facebook page created in 2011 to expand our social networking exposure. Additionally, we experimented with simpler methods in creating and distributing our newsletter. The newsletter was redesigned by Dan Johnson and distributed quarterly. For the first time the CVTA board used part of our scholarship fund (renamed our donation account) to donate two ball machines to local high schools (Centaurus and Monarch). We also affixed small logos for the CVTA to these ball machines to help increase awareness of the CVTA. Finally, the CVTA issues two press releases during 2012 – one regarding the aforementioned ball machine donation, and a second generic release about the CVTA. These appeared in the Hometown newspaper.

Membership:

This year, we implemented a new database to house our membership, automating much of the process for those paying through PayPal. This new database counts members slightly differently than previously. The membership totals are noted below:

The total CVTA membership for 2012 was 224, down from the 2011 level of 230. There were 161 renewed memberships and 63 new memberships. The breakdown of membership is 62 senior; 56 family; and 106 individual.

- **Note:** 2011 memberships were 31 senior; 74 family; and 125 individuals.

League:

The Board appreciates and recognizes the exceptional work Paige Hayes has done managing the leagues. Below is information provided by Paige for the CVTA in 2012.

- 39 league teams; **surpassing the previous record of 34 teams.**
- 347 USTA-rostered players; 188 individual players; 93 players on more than one team.
- 32 individual captains; 14 captains led more than one team
- 864 total court hours
- 148 home matches; 576 home individual matches
- Even split between the genders – 94 league players each
- 7 teams made playoffs; 1 team made districts; 1 team made sectionals

This is the third straight year the CVTA has experienced growth in the number of league teams, rostered players, and teams that earned post-season play.

We are pleased to announce Paige has agreed to continue her services as the CVTA's league coordinator for 2013.

Community:

Paige Hayes, our league coordinator, has continued to maintain a positive relationship on behalf of the CVTA with the City of Louisville, Monarch High School and Centaurus High School for court usage. If required, the CVTA will maintain communication with the University of Colorado Athletic Department regarding potential use of the CU South Courts for league play. The CVTA board authorized the donation of ball machines to both Monarch and Centaurus high schools as both a thank you for their support of the CVTA and our organization's intent to support their tennis programs. The CVTA continues to support senior drop in tennis at the Centennial courts.

Directors:

In 2012, the directors and volunteers started a study to recommend reimplementation of the Louisville Open Tennis Tournament for 2013. The website was regularly maintained, but not significantly updated. A review of our marketing brochures did occur, with a decision not to make changes in 2012 due to the amount of brochures still in stock. The Board discussed youth tennis in the Louisville community, culminating in the donation of the ball machines to the local high schools. Paper balloting was replaced by electronic balloting via www.poll daddy.com for officers and directors.

Recommended Goals for 2013 Board:

- **Social:** Promote a variety of tennis social events to benefit the CVTA membership. Establish a relationship with a teaching pro to offer more clinics for members.
- **Financial:** Balance expenses and revenue for the CVTA for a second year in a row. Balance expenses and revenue for the Boulder County Cup.
- **Publicity:** Align publicity efforts to fit the needs of the CVTA. Continue to increase visibility of the Facebook page among the members and local leaders.. The CVTA newsletter will be distributed quarterly to the members via an e-mail blast with a link to the CVTA website. Press releases to local media will be provided as needed, focusing on CVTA events, members, tournament results, and other information as necessary.
- **Membership:** Continue to maintain the membership level, with goal of 210 members.
- **League:** Retain the current number of CVTA league teams and work with Paige Hayes to address any potential capacity issues.
- **Community:** Continue to strengthen the relationship with the City of Louisville for the purposes of promoting tennis in the community and improving tennis court facilities in the community.
- **Directors:** Review marketing materials, including the website and brochure. Implement the recommendations for the Louisville Open Tennis Tournament. Develop a strong rapport with the Rocky Mountain Tennis Center and Duke Paluch for possible court use for members in the future. Create a study to determine if membership levels are likely to change when the RMTC is constructed. Make league players aware of rules changes for 2013 –

namely, the USTA senior league changing to the USTA Adult 40+ league, with a minimum age change from 55 to 40. USTA Super Senior changing to USTA Adult 55+, with a minimum age change of 60 to 55. Address more possibilities to promote youth tennis in 2013, perhaps setting up sustainable clinics or events aimed at younger players.

Summary:

The 2012 CVTA Board of Directors believes it took positive steps to accomplish the goals set forth by the 2011 CVTA Board of Directors.

- **Social:** A record number of instructional and interactive tennis opportunities were made available to members.
- **Financial:** Gross annual revenue exceeded total annual expenses at a minimum.
- **Publicity:** The Facebook page was promoted, including pictures from various socials and events. Quarterly newsletter was redesigned to be more effective and efficient. Two press releases regarding the CVTA occurred during 2012 – one regarding the ball machine donation, and the second a general mention of the CVTA.
- **Membership:** Our total membership numbers were slightly down from 2011, though our counting method changed due to automation of the membership process. Our family and individual memberships were slightly down, but our senior membership doubled.
- **League:** League teams were at a record level. Court availability was adequate to handle the increase in the number of league teams.
- **Community:** Ball machine donations were made to Centaurus and Monarch High Schools with the CVTA logo affixed.
- **Directors:** Volunteers and board members are studying the possibility of implementing the Louisville Open Tennis Tournament in 2013 as a non-USTA sanctioned event. The directors approved spending from the donation account (formerly the scholarship fund) to give ball machines to local high schools to promote youth tennis. Mail balloting for new officers and directors was replaced with electronic voting via www.poll daddy.com.