

2010 CVTA Board of Directors Report to Membership

Introduction:

The 2010 CVTA Board of Directors operated under some specific goals and suggestions from the 2009 Board. They were as follows: Promote a variety of tennis social events to benefit the CVTA membership; achieve gross annual revenue that exceeds total annual expenses by 8%; align publicity efforts to fit the needs of the CVTA, with an emphasis on end-of-2009 membership levels while trying to increase the number of family membership; sustain the current number of CVTA league teams; and work to build the relationship with the City of Louisville for the purposes of promoting tennis in the community and improving tennis court facilities in the community. To these ends, we hope you will find our report reflects efforts to accomplish these goals.

Socials:

The CVTA Board offered several opportunities for our membership to participate in tennis-related social activities other than league play during 2010:

- Casino Night
- A 2.5 – 3.0 level indoor tennis social/clinic
- March Social
- Seniors tennis program
- July Doubles social
- Boulder County Cup Tournament

Financial:

This Board continued to be fiscally conservative. The goal of having gross annual revenue exceed total annual expenses by 8% was achieved in 2010, with an actual margin of 15.75%.

This Board continued the practice of offering discounted CVTA membership fees for early renewal members, for a limited time in the first quarter of 2010. Basic membership fees remained the same in comparison to 2009 fees, while court fees and conditions in the CVTA's agreement with the City of Louisville stayed the same at \$4 per hour. For the first time, the CVTA absorbed the cost of providing a Porta-Potty at the Centennial Tennis courts at \$200 total for the period May-September.

INCOME FOR 2010

Membership	\$5,323.87
League Fees	\$3,195.00
Social	<u>\$ 330.52</u>
Total	\$8,849.39

EXPENSES FOR 2010

CVTA Operation Expenses	
Court Reservation	\$2,892.03
Services	\$2,231.40
Socials	\$ 707.13
Insurance	\$1,040.00
Gifts (Witte)	\$ 100.00
Workshop (Caulk)	\$ 50.00
Donation (Monarch)	\$ 645.00
Total	\$7,645.56

Publicity:The CVTA membership received via email regular reminders of events, newsletter availability, and impending deadlines for participation in the CVTA.

Membership:

The total CVTA membership for 2010 was 187, down from the previous year's level of 202. The break down of membership is 47 senior at \$20, 23 family at \$30, and 117 individual at \$25. The number of family memberships was down from the 2009 level of 29.

League:

The Board greatly appreciates and recognizes the exceptional work Paige Hayes has done managing the leagues. The CVTA had 30 league teams in 2010, one fewer than the number we had in 2009. We had 252 USTA-rostered players, and 112 scheduled home matches. There were 22 different captains with 7 new captains. We are pleased to announce Paige has agreed to continue her services as the CVTA's league coordinator for 2011.

Community:

When the City of Louisville eliminated porta-potties as part of its wide budget cuts, the CVTA stepped in and agreed to pay to keep one facility at Centennial Courts. The CVTA also had meetings during the year with the developers of the new Rocky Mountain Tennis Center on Hwy 42; and meetings with the City of Louisville representatives to discuss the city's five-year plan for parks and recreation.

Suggested Goals for 2011 Board:

Social: Promote a variety of tennis social events to benefit the CVTA membership.

Financial: Achieve gross annual revenue that exceeds total annual expenses by 8%.

Publicity: Align publicity efforts to fit the needs of the CVTA, with an emphasis on returning to 2009 membership levels.

Membership: Return to 2009 membership levels, while trying to increase the number of "family" memberships.

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.

Summary:

The CVTA Board believes it took very positive steps in 2010 to accomplish the goals set forth by the prior Board. We maintained the number of social events/activities and we nearly maintained the number of league teams, falling short by one. While membership was down slightly, so was the number of family memberships. We believe the CVTA's Newsletter (Baseline Banter), brochure distribution, tennis socials, and the Boulder County Cup provided a variety of means to advertise the high quality association this Board believes the CVTA to be. We also believe we made exceptional efforts, and accomplishments, offering diverse opportunities for membership to interact beyond league play. Representatives of the CVTA had regular interactions with representatives of the City of Louisville in efforts to help the city promote its recreational opportunities. Finally, the CVTA remains a financially stable association through continued efforts to have gross annual revenues that exceed total annual expenses.