

2007 CVTA Board of Directors Report to Membership

Introduction:

The 2007 CVTA Board of Directors operated under some specific goals and suggestions from the 2006 Board. First, continue to be fiscally conservative and attain gross annual revenue that exceeds total annual expenses by 10%. Second, increase membership and add more teams. Third, offer many opportunities for members to interact outside of league play. Fourth, structure an arrangement with the City of Louisville for court access. Fifth, explore establishing a philanthropic foundation. 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 2007:

- Casino Night
- A 2.5 – 3.0 level indoor tennis social/clinic
- A CVTA tennis ladder
- Drill Social
- Mature Racquet Social tennis program
- Boulder County Cup Tournament

Financial:

This Board continued to be fiscally conservative. The goal of having gross annual revenue exceed total annual expenses by 10% was achieved in 2007.

This Board continued the practice of offering discounted CVTA membership fees for early renewal members, for a limited time in the first quarter of 2007. The 2006 CVTA Board increased all memberships starting with the 2007 calendar year by \$5.00 and added the \$2.00 paypal processing fee to individuals that choose to pay electronically/via the computer.

The new agreement with the city of Louisville increased court fees. Court fees for 2007 were calculated based on 1.5 hours used per court per match (the previous calculation in 2006 had been 1.33 hours per hour per court). Further, court costs were raised to \$3.50 per hour per court.

INCOME FOR 2007

Membership	\$4524.99
League Fees	\$3555.00
Other	<u>\$2060.24</u>
Total	\$10,140.23

EXPENSES FOR 2007

CVTA Operation	
Expenses	\$6458.09
Socials	\$ 450.77
Other	<u>\$1079.76</u>
Total	\$7988.62

Philanthropy:

The Board previously committed to exploring philanthropic opportunities. One current member and a past member of the CVTA Board began an evaluation of the establishment of an independent charitable foundation that would promote scholarship funding for local tennis athletes. It is the hope that the CVTA will be in a position in the future to make charitable contributions to such a foundation.

Publicity:

The Board acquired a new banner for the CVTA that bears the CVTA's new logo and tag line of "Tennis for the fun of it".

Numerous press releases were written and distributed regarding CVTA activities.

New brochures, purchased in 2006, were distributed throughout the community to advertise the CVTA and attract new members.

Membership:

The total CVTA membership for 2007 was 166 -- an increase of 29% over the 2006 level.

League:

The Board greatly appreciates and recognizes the exceptional work Paige Hayes has done managing the leagues. In 2007, the CVTA increased the total number of league teams by adding four new teams over the 2006 level. We are pleased to announce Paige has agreed to continue her services as the CVTA's league coordinator for 2008.

Facilities:

The Board secured an arrangement with the City of Louisville for court access for 2007 and 2008, and a framework for future requests for local tennis court access. The Board also obtained access to the Monarch High School tennis courts in 2007.

Suggested Goals for 2008 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 10%.

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

Membership: Increase membership.

League: Sustain or improve upon the current number of CVTA league teams.

Summary:

The CVTA Board believes it took very positive steps in 2007 to accomplish the goals set forth by the prior Board. There was good success in increasing total membership and in increasing the number of CVTA league teams. We also believe the CVTA's Newsletter, the CVTA Brochure creation/distribution, press releases, 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. Finally, the CVTA continues to be a financially stable association through continued efforts to have gross annual revenues that exceed total annual expenses by 10%.