

2009 CVTA Board of Directors Report to Membership

Introduction:

The 2009 CVTA Board of Directors operated under some specific goals and suggestions from the 2008 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 10%; align publicity efforts to fit the needs of the CVTA, with an emphasis on end-of-2008 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 2009:

- Casino Night
- A 2.5 – 3.0 level indoor tennis social/clinic
- March Drill 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 10% was achieved in 2009.

This Board continued the practice of offering discounted CVTA membership fees for early renewal members, for a limited time in the first quarter of 2009. 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 rose by \$1 per hour (to \$4) in comparison to 2008.

INCOME FOR 2009

Membership	\$5,769
League Fees	\$4,370
Other	<u>\$1,240</u>
Total	\$11,379

EXPENSES FOR 2009

CVTA Operation	
Expenses	\$6,004 (includes \$2,200 in court fees for league play)
Socials	\$982
Other	<u>\$1,040</u>
Total	\$8,026

Publicity: The CVTA board authorized distribution of brochures at various tennis events as needed and stocked local tennis courts with the same brochures in an effort to help make the community aware of the CVTA's availability to everyone interested in pursuing tennis "For the Fun of it." Additionally, 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 2009 was 202, an 8 percent increase over the 2008 level of 187 and representing the CVTA's highest membership level ever.

League:

The Board greatly appreciates and recognizes the exceptional work Paige Hayes has done managing the leagues. The CVTA had 31 league teams in 2009, up from the 26 that the CVTA fielded in 2008, and a record high for the CVTA. We had 286 USTA-rostered players (record high), and 122 scheduled HOME matches (record high). We are pleased to announce Paige has agreed to continue her services as the CVTA's league coordinator for 2010.

Suggested Goals for 2010 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 maintaining end-of-2009 membership levels.

Membership: Maintain end-of-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 2009 to accomplish the goals set forth by the prior Board. We maintained (and actually increased) total membership, maintained the number of social events/activities and increased the number of league teams. We also 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.