



2011 CVTA Board of Directors Report to Membership

Introduction ...

The 2011 CVTA Board of Directors operated under specific goals from the 2010 CVTA Board of Directors. Noted below are those goals.

- **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.

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 other than league play during 2011.

- 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
- July Social at the Centennial Courts
- July Clinics at the Centennial Courts
- Boulder County Cup Tournament

Financial ...

The 2011 Board continued to be fiscally conservative. The goal for 2011 was to have gross annual revenue exceed total annual expenses by 8%. **In 2011, gross annual revenue exceeded total annual expenses by 9.2%.**

The Board continued the practice of offering discounted CVTA membership fees for early renewal members for a limited time in the first quarter of 2011. Basic membership fees remained the same in comparison to 2010 fees.

Revenue for 2011

• Memberships	\$5,299.52	(\$5,323.87 - 2010)
• League Fees	\$4,312.00	(\$3,195.00 - 2010)
• Socials/Clinics	\$1,097.00	(\$330.52 - 2010)
• Boulder County Cup	\$1,411.26	
• Miscellaneous	<u>\$ 70.64</u>	
• Total	\$12,190.42	

Expenses for 2011

• RCC Court Reservation	\$1,200.00
• CHS Court Reservation	\$ 787.50
• Lsvl. Court Reservation	\$2,434.00
• Socials/Clinics	\$1,553.57
• Services/Internet	\$2,092.39
• USTA Membership	\$ 155.00
• Insurance	\$ 855.00
• Boulder County Cup	\$1,411.26
• Bulletin Board	\$ 243.92
• Miscellaneous	<u>\$ 340.77</u>
• Total	\$11,073.41

Note (1): The Revenue and Expense numbers reflected above are accurate with the Treasurer's CVTA spreadsheet. **The net profit for 2011 was \$1,117.01.**

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): Revenue (\$1,200) for the Ranch Country Club (RCC) Court Reservation was received in December/2010 and included in the revenue for 2010. The invoice for payment to the RCC was not received until early January/2011. If that expense (\$1,200) was not included in the 2011 CVTA Revenue and Expense report, gross annual revenue would have exceeded total annual expenses by 19%. The result would have been a net profit of \$2,317.01.

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 launched a CVTA FaceBook Page in 2011 for social networking.

Membership:

The total CVTA membership for 2011 was 183, down from the 2010 level of 187. There were 111 renewed memberships and 72 new memberships. The breakdown of membership is 33 senior; **29 family**; and 121 individual. Membership for 2009 was 202.

- **Note:** 2010 memberships were 47 senior; **23 family**; and 117 individuals.

The CVTA board worked to streamline the membership renewal process. Yeida Chang was hired as a paid contractor to assist with this issue.

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 2011.

- 34 league teams; **exceeding the previous record of 31 teams.**
- 285 USTA-rostered players; 170 individual players; 93 players on more than one team.
- 24 individual captains; 6 new captains; 13 captains led more than one team
- 609 total court hours
- 168 home matches; 406 home individual matches
- Two Men's 4.5 teams in the Adult League and two in Twilight.

We are pleased to announce Paige has agreed to continue her services as the CVTA's league coordinator for 2012.

Community:

Paige 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. The CVTA has maintained communication with the University of Colorado Athletic Department regarding potential use of the CU South Courts, if needed.

Recommended Goals for 2012 Board:

- **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 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.

Summary:

The 2011 CVTA Board of Directors believes it took positive steps to accomplish the goals set forth by the 2010 CVTA Board of Directors.

- **Social:** A number of instructional and interactive tennis opportunities were made available to members.
- **Financial:** Gross annual revenue exceeded total annual expenses.
- **Publicity:** FaceBook page was created for member access.
- **Membership:** Although 2009 membership numbers weren't achieved (202), membership numbers did closely mirror 2010 numbers (183 vs. 187), with family memberships increasing (29 vs. 23).
- **League:** League teams were at a record level. On only one occasion did capacity issues force a team to use a staggered start-time for league play. Court availability was adequate to handle the increase in the number of league teams.
- **Community:** Paige maintained a strong relationship with the City of Louisville and the local high schools. The CVTA implemented a program for periodic trash removal at Centennial Park, Pirate's Park and the Louisville Recreation Center; relying upon various CVTA league teams. The CVTA board had representation at a public meeting sponsored by the Louisville Recreation Department to discuss upgrades to the city's parks. Updated bulletin boards were erected at the Louisville Recreation Center and Centennial Park.