



Tennis Management Partners

**Proposal For Operations of Joyce
Oransky Tennis Center and Other
Tennis Facilities**

**Statement of Qualifications For
Professional Tennis Contractor**



Tennis Management Partners

**WHERE COMMUNITY, FAMILY,
AND
TENNIS COME TOGETHER**



Tennis Management Partners

Cover Sheet

Tennis Management Partners
Dave Porter
Nathan Jones
3229 NW 24th Ave
Gainesville, FL 32605
(352) 262-4905

September 15th, 2017

City of Gainesville
General Government Purchasing
200 East University Avenue, Room 339
Gainesville, Florida 32601

Tennis Management Partners (TMP) is pleased to enclose our proposal in response to the 2018 City of Gainesville RFP for Operation of Joyce Oransky Tennis Center/Pro Shop and other City-owned tennis facilities.

Our team is a perfect combination of local (Gainesville), tennis, and business expertise. We have the people, processes, and tools to manage a high-quality tennis program and improve Gainesville community and family recreation experience.

Our Leadership Team:

Nathan Jones, MBA, Director of Tennis Programming, General Manager, USPTA Pro.
David Porter, Director of Tennis Services at TMP, Founder of Jonesville Tennis Center, USPTA Elite Pro.
Dave Balogh, Head Pro and Consultant, Associate Head Coach at University of Florida Varsity Tennis.

Our experience includes developing and managing Jonesville Tennis Center in Gainesville, FL, a national award winning 14 clay court facility as well as 8 other facilities. We have successfully run Jonesville Tennis Center for over 8 years including over 10,000 players participating in tennis activities each year, 30 USTA adult teams each year and over 15 tournaments per year. We have started businesses generating over \$1M in revenue in less than a year. We have coached collegiate teams to be national champions, coached high school teams to the finals of the state tournament, and coached USTA teams to the national level as well.

We have developed training, processes, and standards for all our employed tennis professionals and support staff that results in high quality tennis coaching and customer service.



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We create a welcoming and inclusive environment that emphasizes tennis and fitness while promoting family, character building, and good sportsmanship. Our programs range from pickleball and mini-tennis to seniors as well as competitive levels where we have had numerous students go on to play college tennis (UF, UNF, Pittsburgh, Eckerd, and more).

We go further than just managing the tennis center, branching out into the community to add substantial value implementing our local school and philanthropic programs.

Our model includes optimizing community engagement and impact with sustainable after school tennis programs, tennis programs in economically challenged areas, and fundraising events for local causes. We have worked with 7 local Gainesville schools offering sustainable after school programs, annual programming for underprivileged youth as well hosting, managing and participating in numerous charitable events. We are also an active partner with our local CTA, a national award winning community tennis organization, and the 21st Century Community Learning Centers which offer free academic after-school programming.

We welcome the opportunity to speak to discuss the value we can provide to the city and community for managing the Joyce Oransky Tennis Center/Pro Shop and other City-owned tennis facilities. Please call us at (352) 262-4905 to schedule an interview at your earliest convenience.

Sincerely,

Nathan Jones, MBA, Director of Tennis Programming and General Manager
David Porter, Director of Tennis Services
Dave Balogh, Head Teaching Professional/Consultant



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Firm Data Sheet

Project Title: Management and Operations Service To City of Gainesville.

Applicant Firm: Tennis Management Partners (TMP)

Name: Nathan Jones

Address: 3229 NW 24th Ave
Gainesville, FL 32605

Telephone Number: (917) 710-1927

Contact Person/Title: Nathan Jones

Email address: murrayjones@gmail.com



Tennis Management Partners Proposal Summary

1. Technical Proposal

Rent and Payment Proposal

We propose an initial rent structure of \$20,000 a year paid in monthly installments starting in the 7th month of the contract to give the program time to rebuild and become financially stable. Proposal open to negotiation including rent and profit sharing.

Responsible Party: City of Gainesville

- a) Maintenance of the property, building, fixtures, and equipment.
- b) Hire, schedule, manage, and pay maintenance and landscaping staff to maintain property and courts.
- c) Insurance on tennis building(s) and courts.

Responsible Party: Tennis Management Partners

- a) All management and business-related operations.
- b) Marketing programs and materials.
- c) Software and installation for tennis reservations, registration, and member registration.
- d) Tennis programs (camps, clinics, lessons, socials, fundraisers)
- e) Accounting and taxes.
- f) Monthly operating and financial reports to the city.
- g) Hire, schedule, manage, and pay all staff for management, office, instructors, and other staff to ensure success. This includes tennis director, tennis instructors, and fitness instructors.
- h) Tennis pro shop with inventory (clothes, shoes, racquets, stringing).
- i) Develop and maintain web site.
- j) Ongoing communications with city liaison.
- k) Liability insurance coverage.
- l) Furnishings – inside and out.
- m) Telecommunications and wi-fi.
- n) Cleaning services.
- o) Inside office utilities (electric, water, phone, internet).
- p) Tennis equipment.

Tennis Management Partners (TMP) is a team of highly skilled tennis and business professionals who are passionate about developing sustainable community tennis programs. We have developed a system for the business side of running a tennis facility and model for having fun and high quality tennis programming.

We will accomplish the following goals:

- Numerous services available for all levels of interest.



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- Expand the numbers of community members taking part in, and gaining enjoyment from the City's tennis program.
- Set up and maintain a professional tennis staff capable of running a large municipal tennis operation.
- Expand tennis programs in economically-challenged areas and among a diverse population.
- After school programs for both public and private schools of all levels.
- Fundraising events for local causes.
- Numerous services that we will provide to the public include but are not limited to:
 - Individual and group instruction
 - Sales and repair of tennis supplies and equipment
 - Round robins, tournaments, and league play
 - FREE PLAY**
 - Court availability
 - Special population services

All services will be provided directly by Tennis Management Partners (TMP).

2. Fee Structure for Services

Our fee structure will continue to be the same as the facility has had in the past. We are willing to reevaluate the fee structure as needed.

We further propose that we will cover expenses for upgrading the facility with water fountains and updated seating.

3. Qualifications

TMP Management has significant experience managing tennis programs around the City of Gainesville Tennis including Jonesville Tennis Center, a 14 clay court facility, receiving numerous prestigious local, state, and national achievement awards. We have successfully worked in the Gainesville area for almost 20 years and have a highly-respected reputation. Our hands-on approach has had a very positive impact in growing tennis in this community.

Through the Jonesville Tennis Center we have managed offsite tennis programs at various schools and athletic centers including:

- Eastside High School
- Gainesville High School
- Buchholz High School
- Queen of Peace Academy
- Jordan Glen School and Summer Camp
- SunCountry Sports
- Alachua Elementary as part of the 21st CCLC
- Irby Elementary as part of the 21st CCLC



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Foster Elementary as part of the 21st CCLC

Westwood Elementary as part of the 21st CCLC

We also partner with the city of Alachua to provide programming at their downtown city tennis courts.

The Jonesville Tennis center employs 4 full-time tennis professionals, 14 part-time teaching professionals, and 6 part-time desk staff and maintenance workers. We host and manage over 30 USTA league teams. We hold over 15 tournaments throughout the year at all levels. We've also held and managed 4 successful USTA Pro circuit events, the sunshine state games, and FHSAA districts and regional matches.

Our team also has significant business management and financial experience from starting other companies and working for large world renown companies. These experiences allow us to implement customer service, processes, and financial best practices at all of our facilities.

4. References

We have numerous references from customers, parents, and community leaders attesting to our abilities and character.

5. Appendix

Certifications

References

Drug Free Workplace Form

Equal Opportunity Policies and Practices

Signature and Acknowledgement of Addendum Form

Copy of current USPTA insurance policy

Legal

Certification of Compliance With Living Wage

Proposal Response Form – Signature Page

Addendum #1

Addendum #2

Attachment #1 – Reference Form

Guidelines for Abuse and Molestation

Drug Free Workplace Policy

USPTA Insurance

Certificate of Liability Insurance



Tennis Management Partners

Proposal

TMP Management proposes to enter into an agreement for operation of the Joyce Oransky Tennis Center/Pro Shop and other City-owned tennis facilities. We will develop programs and operate the tennis facilities to provide increased opportunities for recreational and competitive tennis for all ages, abilities and income levels.

Mission statement

To provide recreational opportunities that enhance the lives of people in our community. To foster the growth of tennis by being a positive role model to our youth, by treating everyone with respect, and by providing a safe and fun experience for all participants.

Vision

Our goal is to vitalize and enhance tennis at all levels in the City of Gainesville and its surrounding communities. The result is job creation and fostering a robust local USTA adult league system and junior team tennis program.

We believe that our model has just begun to tap into community potential to help grow tennis. Although we have done an outstanding job as witnessed by the numerous awards we have received over the years, there is still so much more that we can do!

Our focus now is to continue improving our current programs, while also expanding into new communities. Sustainable community programming can be replicated in any community including in-school and after-school tennis programs.

Experience

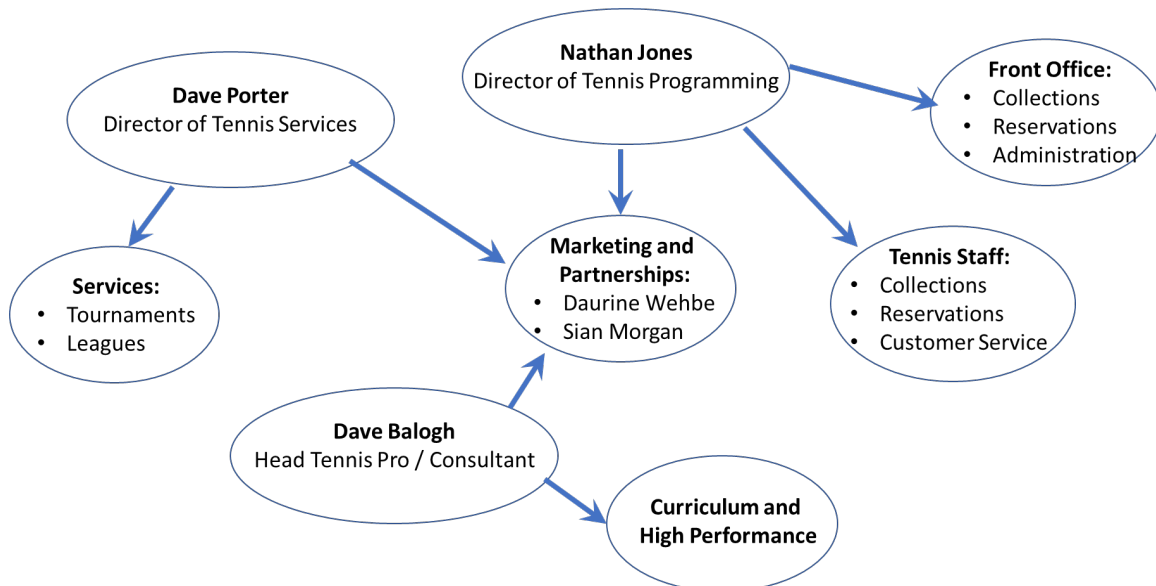
Due to managing the Jonesville Tennis Center we have been involved in every aspect of managing and maintaining a large public tennis facility. Unlike most city contracts the Jonesville Tennis Center is unique in that it is a public/private partnership. We raised all funds in the building of the tennis center. We pay for all of the expenses (clay courts are expensive to maintain), including court lights, water, maintenance, nets, windscreens etc. This has given us the experience of managing an income statement, not going over budget, and every aspect of accounting. As we've grown we've made adjustments to make things more efficient and to have checks and balances. We provide monthly reports to the county as well as an end of the year compilation and review of services. Our Point of Sale system tracks every sale and is then uploaded into Quickbooks which then provides numerous reports. An accountant helps with reconciliation of accounts and taxes. We are knowledgeable in local, state, and federal taxes. We mention all of this because contracted tennis facilities are typically managed on a cash basis and it is important to have experience with this type of business to provide accurate and honest accounting.



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We have also been active partners over the years in implementing, directing and/or founding programs such as the Gainesville Junior Team Tennis League, the Gainesville Junior Challenge Ladder, USTA Junior Team Tennis, Hoggetowne Tennis League, ACES: a tennis program held out of the Boys and Girls Club, the MENTOR program, CAS camp and the Gainesville Area Community Tennis Association. We've partnered as well as donated to many great organizations such as the American Heart Association, March of Dimes, Boys and Girls Club, Caleb's Pitch, Hands to Love, GACTA, USTA, Florida High School Tennis Coaches Association, 21st Century Community Learning Center, USTA Foundation, Children's Home Society of Florida, Center for Independent Living, Noah's Endeavor, BANCF's Educational and Training Programs, Jordan Glen School, Eastside High School, and the United States Professional Tennis Association. Endeavors such as these keep us actively involved and in tune to the needs of our community.

Staffing Plan



Nathan Jones, will be the On-site director and Head of Tennis Programming and Management, overseeing desk staff and teaching professionals.

David Porter, will be the Director of Tennis Services overseeing leagues, tournaments and training of teaching staff as well as community outreach.

Dave Balogh, will be the Head Teaching Professional and Consultant in charge of implementing our High Performance Programming as well as community outreach.

We will look to hire on-site Directors at Northside Park and Northeast Park as programming grows at those facilities.

We will collaborate with the GACTA to help with funding and provide services at TB McPherson for their Aces in Motion programming.



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We believe a team atmosphere will help grow tennis in Gainesville! We will all assist each other in the daily operations of all the city owned tennis facilities as well as oversee the promotion of USTA Adult Team Tennis, Junior Team Tennis, after-school programs and community outreach.

We will share in the creating of lesson plans for 10&Under Tennis, Community Ed courses, Junior Academy and Adult Team Clinics. We will also assist in the teaching of Women's Day League teams and various private and group lessons.

Current Staff Includes:

Nathan Jones, MBA, Director of Tennis Programming, General Manager, USPTA. Former all-conference college tennis player and tennis pro at multiple facilities. Founder of TalkAboutHealth, a health care company with annual revenues of over \$1M. Formerly a consultant and financial business executive. 2018-current Eastside High School Boy's Tennis Coach, Athletic Coaching Certificate, State of Florida Dept. of Education. He will be responsible for daily operations of the tennis center. Duties include daily management, facilitation of lessons and programming, daily accounting, and upkeep of services and staff duties

Dave Porter, Director of Tennis Services, BA, Gaurdian ad Litem Volunteer, USPTA Elite Professional. Developer and Director of the Jonesville Tennis Center since its opening in April 2009. 2018-current Gainesville High School Boys Tennis Coach, Athletic Coaching Certificate, State of Florida Dept. of Education. Senior Assistant Director, Head Pro, and Assistant Pro at Westside Park for over 8 years. Co-Founder of CAS Camp at Eastside High School. USPTA District President 2015-2017, Vice-President 2018-2020. USTA 10 and Under Regional Advisor. FHSTCA Regional All-Star coach. Duties include consulting, implementing of lesson plans, tennis staff training, community outreach, overseeing of leagues, social activities, and tournaments.

Dave Balogh, Head Teaching Professional/Consultant, BS in Recreation, UF. Presidential Recognition Award 1996. 1993-1996 Mens UF tennis player. 1998-1999 Assistant Womens tennis coach, Vanderbilt University. 1999-2000 Assistant Women's tennis coach, Florida State University. 2000-Current Associate Head Women's tennis coach, University of Florida. 2002, 2010 National Asst. Coach of the year. 2002, 2006, 2010, 2012 Regional Asst. Coach of the year. He will work with the team to ensure curriculums are followed, help disseminate information, and oversee and provide direction to assistant professionals. Duties to include implementing a High Performance Junior Program and facilitating a robust community outreach program.

Kourtney Keegan, Tennis Professional at JTC, USPTA Certified. She was a member of the UF tennis team from 2013-2017. Her recent successes include All-American honors, a National Doubles Title in 2016, a NCAA Division I team title in 2017, and participated



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in the Women's Doubles Draw for the US Open in 2016. Prior to attending the University of Florida, she taught beginners, intermediates, as well as advanced tennis players in both drills as well as tournaments.

Ed Schmidt, Assistant Teaching Professional/Consultant. USPTR Certified, 2013-Present Store Manager at Publix Supermarket. USPTR & USPTA 10 & under certified. USPTR Adult Development certified. 2018-current Buchholz High School JV Coach, Athletic Coaching Certificate, State of Florida Dept. of Education

Siân Morgan, MBA, Marketing Consultant. *Lecturer*, DEPARTMENT OF MARKETING, Warrington College of Business Administration, UF. 2018 USTA Junior Team Tennis Commissioner. Expanding marketing opportunities, community outreach, and expansion goals.

Daurine Wehbe, MBA, Sponsorship Coordinator/Consultant. Head of Sponsorships at Jonesville Tennis Center. Former General Manager of Domino's Pizza. Responsible for developing strategic partnerships within the business community.

Jon Biongiiovanni, Tennis Professional at JTC. USPTA and Cardio Tennis Certified Professional. Teaching tennis for over 10 years at multiple facilities.

Sorin Fratilla, MBA, Tennis Professional at JTC. Certified USPTA recreational coach and Cardio Tennis Professional. Has a degree in Psychology and MBA in Human Resources. Network specialist at Target Copy.

John Hill, Tennis Professional at JTC. USPTR Certified. Adult recreational certified coach.

Stephen Felman, Tennis Professional at JTC, USPTR Certified, Former MVP & Triton Award winner for Eckerd College Men's Tennis Team

Dan Dohlsbury, USPTA Certified. 2018-current Eastside High School Asst. Coach, Athletic Coaching Certificate, State of Florida Dept. of Education

Rusty Bethea, USPTA Certified.

Assistant Pros will be hired as needed as part-time teaching instructors. They will help in all teaching aspects such as privates, clinics and summer camps.

Pro-shop Attendants. Utilize current employees and hire new employees as needed. Duties will include customer service, sign-in, court maintenance, dispensing program information, some event promotions, player matching, phone, and tournament assistance.



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Sample Financials (Estimated Based on Jonesville Tennis Center in 2016)

Revenue		Expenses	
Advertising	\$ 2,200	Expenses	
Sponsorship	\$ 1,000	Rent to City	\$ 20,000
Camps	\$ 25,477	Advertising	\$ 919
Ball Machine	\$ 917	Accountable Plan/Auto Exp	\$ 42
Clinic	\$ 67,503	Credit Card Service Charge	\$ 78
Court Fees	\$ 38,563	Bank Service Charges	\$ 118
Private Lessons	\$ 189,818	Camp Operating Expenses	\$ 330
Racquet Stringing	\$ 2,525	Certification/Registration Fees	\$ 877
Retail	\$ 3,398	Court Supplies	\$ 1,084
Tournament Host Fees	\$ 12,700	Holiday Gifts	\$ 200
Total Revenue	\$ 344,101	Donation	\$ 100
COGS		Facility Maintenance	
Balls	\$ 1,360	Facility Maintenance - Other	\$ 3,245
Edible	\$ 1,773	Insurance	\$ 3,741
String	\$ 652	Work Comp	\$ 1,653
Other Resale Merchandise	\$ 2,114	Interest Expense	
Gross Revenue	\$ 338,201.79	Porter Loan Interest	\$ 65
		Visa CC Finance Charge	\$ 603
		Merchant Services Fees	\$ 8,411
		Office Supplies	\$ 216
		Supplies	\$ 2,103
		Payroll Expenses	
		Tennis Director	\$ 40,000
		S Corp Med Ins Exp	\$ 5,138
		Employee Wages	\$ 27,835
		Medicare Tax	\$ 674
		Social Security Tax	\$ 2,882
		Suta Tax	\$ 27
		Futa Tax	\$ 164
		Postage and Delivery	\$ 23
		Accounting	\$ 5,372
		Repairs	
		Building Repairs	\$ 145
		Equipment Repairs	\$ 1,964
		Janitorial Exp	\$ 1,625
		Subcontractor	\$ 158,335
		Team Registration	\$ 1,696
		Telephone	\$ 2,182
		Tournament Officials	\$ 2,240
		Supplies	\$ 125
		Tournament Fee	\$ 1,356
		Travel & Ent.	
		Lodging	\$ 748
		Entertainment	\$ 19
		Meals	\$ 719
		Travel/Transp.	\$ 736
		Trophies	\$ 1,155
		Uniforms	\$ 25
		Gas and Electric	\$ 12,354
		Water	\$ 836
		Fraud Charges	\$ 1,171
		Loan Payment	\$ 1,000
		Uncategorized Expenses	\$ 1,639
		Sales Tax	\$ 202
		Total Expense	\$ 322,076.91
		Net Income	\$ 16,125



Tennis Management Partners Programs and Services

Core Services

We will offer services in the form of guidance, instruction, information, and attention. We will develop, promote, and maintain programs that satisfy the individual needs of its participants. Our various programs will be designed to insure a healthy, fun and rewarding experience.

Our approach to running a successful tennis program is to make it accessible, affordable and fun. Through programs such as 10 & Under, junior and adult team tennis leagues, and tournaments we will offer numerous opportunities for adult and youth participation. Our experiences have enabled us to take part in many different programs and have given us the experience of being actively involved in all aspects of a running a world class tennis facility. Some other examples of this include:

- Staff Training and Hiring
- Accounting
- Insurance
- Promoting and Advertising
- Round Robins
- Singles and Doubles Ladders
- 10 & Under Tennis
- Community Ed Courses
- Charity, Local, National and Professional Tournaments

Sample Weekly Tennis Operations														
Time	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
8	Private Lessons		Private Lessons		Private Lessons		Private Lessons		Private Lessons		Private Lessons			
9	Private Lessons	Ladies Clinic	Private Lessons	Ladies Clinic	Private Lessons	League Matches	Private Lessons	League Matches	Ladies Clinic		Private Lessons	Junior Beginners	Junior Beginners	
10		Ladies Clinic		Ladies Clinic		League Matches		League Matches	Ladies Clinic		Private Lessons	Junior Beginners	Junior Beginners	
11											Private Lessons	Junior Int. & Adv.		
12											Private Lessons	Junior Int. & Adv.		
1														
2												Junior Team Tennis	Junior Beginners	League Matches
3												Junior Team Tennis		League Matches
4	Private Lessons	Junior Beginners	Private Lessons	Junior Beginners	Private Lessons	Junior Beginners	Private Lessons	Junior Beginners	Private Lessons	Junior Beginners	Private Lessons	League Matches		League Matches
5	Private Lessons	Junior Int. & Adv.	Private Lessons	Junior Int. & Adv.	Private Lessons	Junior Int. & Adv.	Private Lessons	Junior Int. & Adv.	Private Lessons	Junior Int. & Adv.	Private Lessons	League Matches		
6	Private Lessons	Adult Clinics	Private Lessons	Adult Clinics	Private Lessons	Adult Clinics	Private Lessons	Adult Clinics	Private Lessons	Adult Clinics	Private Lessons	League Matches		
7		Adult Clinics	Practice	Clinics	Practice	Clinics	Matches	Clinics	Matches	Clinics	Private Lessons			
8			League Practice		League Practice		League Matches		League Matches					
9														



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TMP Management will direct and maintain the Pro Shop. We will be in charge of training and overseeing the pro-shop attendant whose duties will be to answer the phone, dispense information, sales, and help with the daily maintenance of the courts. We will hire teaching pros to help teach clinic and private lessons. All teaching pros will be certified or be studying to be certified by the USPTA or USPTR, two of the foremost tennis teaching professional organizations in the world. It is important to hire staff who will be sensitive and diplomatic when dealing with the public's concerns.

To meet the needs and demands of the community, we will offer numerous educational and competitive opportunities. We will provide lessons and leagues for all ages and ability levels. We will also offer numerous opportunities during the year to participate in free events such as tennis carnivals and promotional clinics to increase participation and public interest.

The following is a list of programs we will offer year-round:

- Private and Semiprivate Lessons: for Adults and Kids
- Group Lessons: for all ages and ability levels
- After School programs: Junior lesson and match play program
- USATennis123: specialty group lessons at reduced rates
- Promotional Clinics: Free of charge for Adults and Kids
- Tennis Carnivals: Free of charge for Kids
- Women's Morning Leagues
- Adult Doubles Night Leagues
- Junior Team Tennis
- Adult Singles Ladders
- USTA Adult and Junior Tournaments
- Charitable Adult and Junior Tennis Tournaments
- Sales and repair of tennis supplies and equipment
- Adult Round Robins
- Spring break, Summer and Holiday camps
- Community Ed courses through Santa Fe College and University of Florida

We will also accommodate any City of Gainesville School recreation program or team that needs court space. We will further help promote, organize and manage programs in need of our services.

We will strive to offer free programming for demographically at-risk youth at all City-owned tennis facilities. Our history indicates a passion for introducing tennis to our youth regardless of income disparity.



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Other Services

- Court Reservation/Assignment System
www.holdmycourt.com/reserve/jonesville
- Membership sales: annual and semi-annual passes
- Activity Registration
- Ball Machine Rentals
- Player Matching
- USTA Adult Team Tennis: support and promotion
- Area Tennis Activity Information Center
- Coordination and cooperation with outside organizations to bring in and/or provide facilities for tournaments and other activities. We currently teach at six other sites and have plans to add more.

Special Population Programs/Services

All services shall include provisions for special populations such as low income families, disabled citizens, and others. Scholarships are available to our youth programs for students who qualify. Students who are on the free lunch program at their Public school qualify. Kids will never be turned away from lessons or other activities due to a lack of finances. We will not only offer but advertise this through fliers and promotional events. Additional efforts shall be made to introduce or support special programs and services free of charge to meet the needs of particular special populations and out-reach programs at other local facilities and schools.

Equipment Services

- Sale of tennis supplies and equipment
- Repair of tennis equipment

Membership Services

- Court Reservation/Assignment System
- Membership sales and I.D. Cards
- Activity Registration, book private lessons
- Organize Membership Activities
- Organize Round Robins (women, men & mixed)
- Dispense Membership information
- Dispense Tennis Activity information

Tournaments

- Arrange, schedule and promote tennis tournaments for all age groups and abilities.
- Solicit large USTA tournaments and events.



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- Coordinate and cooperate with organizations such as the Greater Gainesville Chamber of Commerce and The Gainesville Sports Organizing Committee to bring in tournaments and other activities that advance economic growth and prosperity into the community

Public Access and Use

We will provide court time for general public access and use at times *convenient* for the public. (General public use shall be considered time when the courts are not reserved for lessons, team practice or tournaments, or other scheduled events. but available on a first-come, first-serve basis for individuals for walk on play.) Minimum public access and use during non-tournament play shall be one court made available at all times. Reservations will be taken for all other times. Individuals may reserve a court for play no more than a week in advance. USTA Adult and Junior Team Tennis reservations may be made seasonally with permission from the director.

Public Schools and Recreation Programs

We will also help coordinate and cooperate with any Pasco County public school and recreation program to meet their programs specific needs. Examples of these could include but are not limited to:

- Court space for middle or high school tennis teams
- Fundraising tournaments
- After school programs
- Free play: designated times where we will provide racquets and balls

Administrative Responsibilities

Personnel Management

All staff hired will be personally put through a screening process involving the following:

- Interviews
- Qualification/Certification background check
- Personal history and references check
- Professional history and references check
- Local background check
- On-court demonstration of skills
- Personal assessment of teaching ability

Once a staff candidate passes the initial screening process, they will undergo training to acclimate them with our personal teaching philosophy and approach to running a successful tennis facility. We will develop a staff manual for both court monitors and



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teaching staff that focuses primarily on customer service, instructional procedure and staff requirements.

Staff Standards and Requirements

- Neat and clean appearance
- Reliability
- Appropriate behavior and demonstration of good judgment
- Proficient playing ability
- Polite, approachable, and responsive to the public
- Uniform dress code with business name/logo

Health and Safety

We will be personally responsible for regular site inspections, to make appropriate repairs as needed, to assure the safety of our customers. It will also be the duty of all employees to report and/or repair problems as they occur. It will be the responsibility of our court monitors to keep the courts, grounds and buildings clean and free from debris. We will provide incident and accident reports on site. Emergency response numbers and access to a phone will be provided at all times to our employees as well as the general public. The work environment will be a drug free workplace.

Public Relations and Marketing

Our marketing plan will be based on the following:

- E-mail and direct mail
- Website
- Brochures and signage
- Tournaments, special events and clinics
- Leagues and ladders
- Newspaper and phone book advertising
- Flyers, t-shirts and banners
- Collaboration with USTA

Public relations will be based on the following but not limited to:

- Philanthropic support through donations of money, time, and equipment
- Charity tournaments
- Exhibitions
- Tennis carnivals
- USTA league support



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- Scholarships
- Advocate for the East Pasco Family Tennis Association
- Free Junior Singles Ladder
- In-house promotions and sales

We will help to promote and disseminate City-wide recreation programs, activities and events.

We will provide an annual marketing and operating plan, together with an operating budget by Dec. 31st before the start of each year. We will provide an annual capital budget (if applicable) in a form specified by the City before March of each calendar year.

High quality customer service is the key to high retention and referral rate. To have a successful tennis facility, you must develop a family friendly environment based on trust, care and fun. We believe we have played an integral part in this development while at Westside Park and now at the Jonesville Tennis Center. However, it will be important for us to have a good marketing plan as well.

On our team we have recruited experienced marketing professionals to consult and guide our marketing.

Quality Assurance

Customer Service

Customer service is the cornerstone of any small business, particularly in the field of recreation. What we will primarily offer is service in the form of lessons and leagues. The better the service, the higher repeat business and referred business. I will personally supervise every employee. All staff will be required to act in a professional and courteous manner at all times. Qualities of good customer service are:

- Friendly and helpful staff
- Knowledgeable, resourceful, and reliable staff
- Good quality and selection of products
- Available stock and demos
- Competitive pricing
- An organized and well-maintained facility
- A safe environment

We will personally set the standard of good customer service, primarily by example but also through training and motivation.



Tennis Management Partners

Customer Surveys

We use customer surveys, subject to City approval, to be routinely used and reported to the City for review. Customer surveys are paramount to any successful business. Surveys will allow us to stay up to date on our customers' needs and desires. Surveys also work as a way for businesses to assess any needs for additional training or employees. We will use written surveys as well as offer an on-line survey. We will work with the City to establish a method in which participants can submit comments and suggestions for improving services and rating Instructors performances.

Maintenance

We will be responsible for all daily maintenance and repairs to the tennis facility and grounds area. The courts will always be maintained in playable condition. We will pick up all debris on or off the surrounding courts on a daily basis. Windscreens and nets will be adjusted daily to maintain accurate playing conditions. Any buildings part of the tennis facility will be maintained in good repair and cleanliness. Restrooms will be cleaned daily to maintain an odor free sanitary condition.

Reporting

We will maintain financial records and reports, books, records, documents, invoices, and other evidence and accounting procedures so as to properly reflect all revenues and expenditures associated with the management and operation of the tennis facility. We will provide to the county regular financial reports, as deemed necessary by the City, on the tennis facilities operation in a form acceptable to the City. We will also provide to the City, as deemed necessary, Operations Reports to include:

- Memberships
- Court reservations and availability
- Tennis instruction
- Participation and court availability
- Waiting period
- Special events
- Tournaments
- Clinics
- Incident/accident reports
- Report on service to special populations
- Report containing the summary of all activities reported on in the monthly financial and operations reports (when necessary)
- A compilation performed by a certified public accountant (when necessary)



Tennis Management Partners

Insurance/Litigation

We shall carry and maintain insurance as directed by the City of Gainesville during the operation of the tennis facility. Jonesville Tennis, LLC, a company David Porter was the owner of, was named in a trip-and-fall accident which our insurance company settled with no admission of wrongdoing.

Fee Proposal And Hours of Operation

Hours of Operation

The tennis facility will be open from 8AM-9PM. Advanced notice of any tournament or league play will be posted well in advance.

Fees and Pass Programs(negotiable)

Court fees and lesson rates will be the same as current fees or as directed by the Recreation Superintendent and as appropriate for a public facility. Every year we can review the fees with the city for potential changes.

We are a financially stable business and feel our community-centric approach with our experience of running large tournaments and events, private lessons and clinics, and leagues will be extremely valuable to the City of Gainesville. We have a proven track record of managing a nationally award winning large public tennis facility. We have had a great relationship with Alachua County and have their full support in pursuing this contract. We will further partner with USTA Florida to help promote their many league, tournament and instructional offerings. With USTA support and the synergy with the Jonesville Tennis Center we feel Gainesville can be a hub for trying new innovative tennis programming and a model for other public tennis facilities across the nation.

We also have a proven track record of building programs at other sites as well as supporting charities and our youth through community outreach. We are currently teaching at 7 other facilities, partner with 21st CCLC, work with GACTA (middle school program), host a free camp every summer at Eastside High School, have a scholarship and free play program for underprivileged youth, work closely with High school teams, and USTA sponsored programs.

Qualifications

Nathan Jones, MBA, Director of Tennis Programming and General Manager



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Tennis Experience

Co-Director and Tennis professional at Jonesville Tennis Center.

Head Tennis Coach at Eastside High School

Head Tennis Professional at Grand Island Country Club in Eustis, FL.

Assistant Tennis Professional at Pine Meadows Country Club in Eustis, FL.

Tennis Professional at Danville, KY public tennis courts.

Coach of numerous junior and adult teams.

Two-time MVP at Centre College.

#1 player and team captain at Centre College.

Two time all-conference Tennis player at Centre College.

Employment

TalkAboutHealth

Founder and General Manager

2009 – 2017

Time Inc. – This Old House and People Magazines

Manager of Financial Planning, Analysis, and Marketing

2005 - 2008

Human Arts

Founder and Head of Operations and Finance

2004 – 2005

Accenture

Consultant – Project Manager and Technology Consultant

1998 - 2003

Education

Columbia Business School in New York, NY

2003 – 2004

MBA

Columbia University in New York, NY

1996 – 1998

BS in Mechanical Engineering

Centre College in Danville, KY

1993 – 1996

BS in Physics

Awards



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Given highest rating and awards for multiple consulting projects at Accenture.
Received “Star Award” at Time Inc. given to highest performing employees.

Additional Qualifications

Nathan is further qualified to manage the City of Gainesville tennis programs due to his experience as a consultant at Accenture and finance and marketing executive at Time Inc. Nathan has been a consultant for Jonesville Tennis, LLC for many years. He moved to Gainesville to help bring his experience as a business manager. Since working at the Jonesville Tennis Center he has implemented many new programs to enhance customer service and business processes.

He has also started several companies in the healthcare and technology space. He recruited and led a team of 12 to generate over \$1M in revenue in 18 months. He allocated and managed resources to provide services to 30 providers. He built the business case, gained leadership support, managed to a budget, and successfully implemented solutions on time and under budget. All projects required significant business process analysis and change management. He used data to measure and manage programs, identify opportunities, and implement continuous improvement.

He has contributed to local tennis for over 20 years as a player, instructor, and coach. He played college tennis and was all-conference and MVP of his team twice. He has also been a leader and team member for numerous non-profits and fundraisers from developing an online educational web site for cancer patients to helping to organize local fundraising events.

Dave Porter, Director of Tennis Services

Employment

Jonesville Tennis Center
Owner of Jonesville Tennis, LLC
Director April 2009 – Present

Guardian ad Litem Volunteer
2017-present

USTA Community Outreach Committee Member
2014-2016

USTA 10 & Under Regional Advisor
2015-present

Early Development Camp



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“Developing the Expert Rallyer”

May 2016

Early Development Camp

“The Net Dominator”

June 2016

USTA Development Camp for Diverse Populations

June 2016

Westside Park Tennis

Assistant Pro

Head Pro/Senior Assistant Director

Contact Info: Mike Oransky, Director

W: 352-376-8250

C: 352-665-7316

Gator Tennis Camp

Tennis Staff 2005

Assistant Director 2006

Contact Info: M.B. Chafin, Director

H: 352-376-8030

C: 352-316-6623

MBChaf@aol.com

* Gainesville - Moses Benton Chafin, III "M.B.", Associate Professor Emeritus,
University of Florida, College of Health and Human Performance, died May 1, 2013

University of Florida Tennis Camp

Tennis staff 1997-1998

Contact Info: M.B. Chafin, Director

H: 352-376-8030

C: 352-316-6623

MBChaf@aol.com

P.K. Yonge Research and Developmental School

Boys and Girls Head Varsity Tennis Coach 1998-2004

Contact Info: John Clifford, Athletic Director

1080 SW 11th Street, Gainesville, FL 32601

Ph: 352-392-1554, Fax: 352-392-9559

webmaster@pky.ufl.edu

Memberships and Certifications



Tennis Management Partners

United States Professional Tennis Association
Certified Member 2000-current
District President 2015-current

United States Tennis Association
Member 1994- Active

Gainesville Area Community Tennis Association
Board Member 2005-2009

National Tennis Rating Program (NTRP)
Certified NTRP Verifier
3/30/2001-3/30/2002

Florida High School Tennis Coaches Association
FHSTCA Tennis Team Coaching Certification
Former Vice-President
Region 5 All-Star Coach

Other Employment

University of Florida Police Department
Reserve Police Officer 1999-2000
Contact Info: Major Brad Barber
Building 51, Museum Road P.O. Box 112150 Gainesville, Florida 32611-2150
Ph: 352-392-5447

Education

University of Florida
1994-1999
Bachelors in History

Santa Fe Community College
Law Enforcement Academy
Aug 1998- Jan 1999

USPTA
Certified Member
1999-current



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Awards

USTA Volunteer Award “in recognition of over 2 years of outstanding service and commitment to growing tennis in Florida”

October 28, 2001

USTA Outstanding Service Award

June 4, 2005

GACTA Volunteer Award

Gainesville Junior Tennis

2006

Additional Qualifications

Dave is further qualified to help manage the City of Gainesville tennis programs due to his municipal experience. He has been participating in community tennis as a player, instructor, high school coach, and director for over 20 years. He has a very loyal clientele and we are active in volunteer efforts through the USTA, GACTA, Eastside High School and the Jonesville Tennis Center. He has been a participant, captain and coach for more than 30 teams. He has a reputation as a community leader in tennis and feel that his character and desire to do something positive for the community would be a great asset to the City of Gainesville.

Since Jonesville Tennis Center opened, kids play free, we offer full and partial scholarships year round. At our summer camp kids play free if they qualify for free lunch. Junior Team Tennis plays for free, High School teams practice for free. He was one of the founding members of the after school programming that GACTA provides. He helped start the first program at Howard Bishop Middle School by paying for summer camps to be held on campus through the 21st CCLC program. It was a huge success and has since grown to what GACTA is now, a national award winning Community Tennis Association. Our love for teaching tennis has shaped our personal mission to make tennis available to everyone regardless of income or abilities. We've made great head way with some of our programs at the Jonesville Tennis Center that reach out all over Alachua County, and I know that has had a positive impact on other tennis facilities.

He also has a great relationship with USTA Florida and National as he has been consistently awarded multiple tournaments at every level. David Porter was a member of the Community Outreach Committee 2014-2016 and is currently a 10&Under regional advisor as well as a USTA Early Developmental Coach.



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Dave Balogh, Head Tennis Pro, Consultant

Employment

Assistant Women's Tennis Coach – Vanderbilt University

Assistant Women's Tennis Coach – Florida State University

Associate Head Tennis Coach – University of Florida

- **4 NATIONAL CHAMPIONSHIPS (2003, 2011, 2012, 2017)**
- **2 NATIONAL CHAMPIONSHIP RUNNER-UP (2002, 2010)**
- **1 NATIONAL INDOOR CHAMPIONSHIP (2017)**
- **6 NCAA FINAL FOURS (2001, 2005, 2006, 2008, 2013, 2014)**
- **2 NCAA QUARTER-FINALIST (2007, 2015)**
- **2 NCAA SWEET 16 (2009, 2016)**
- **12 SEC REGULAR SEASON CHAMPIONSHIPS**
- **10 SEC TOURNAMENT TITLES**
- **2 TIME NATIONAL ASST. COACH OF THE YEAR (2002, 2010)**
- **4 TIME REGIONAL ASST. COACH OF THE YEAR (2002, 06, 2010, 12)**
- **COACHED 3 DIFFERENT DOUBLES TEAMS TO #1 NATIONAL RANKING (2 NCAA TITLES)**
- **COACHED 8 DIFFERENT PLAYERS TO INDIVIDUAL NATIONAL CHAMPIONSHIPS AND 7 DIFFERENT PLAYERS TO #1 NATIONAL SINGLES RANKING**
- **231-4 HOME RECORD / 99-2 HOME RECORD VS SEC TEAMS**
- **Overall Record 445-53**
- **12 YEAR HOME WIN STREAK (UNDEFEATED AT HOME FROM 2004-2017)**

Awards

4 year lettermen for University of Florida

WON PRESIDENTIAL RECOGNITION AWARD 1996 (Given by then President John Lombardi to University of Florida athlete who best exhibits integrity, character, and sportsmanship academically and athletically)

Men's Tennis (SEC Champions in 1994)

Combined Team Education

Welch Tennis Clay Court Maintenance Seminar



Tennis Management Partners

October 2011

USTA Tournament Director Workshop
October 2011

USPTA Player Development Conference
January 2012

USTA TAUT/ROGY Workshop
November 2012

FACA and FHSTCA Workshop
January 2013

“Developing Your 10 And Under Players and Program”
Combined effort between USPTA, USTA, PTR and the Blackman Tennis Academy
August 2013

USTA National Junior Tournament Directors Workshop
September 2013

USPTA World Conference
September 2013

USTA Tournament Director Workshop
December 2013

FACA and FHSTCA Workshop
January 2014

USTA ROGY Tennis Workshop
May 2014

USTA Pro Circuit Tournament Directors Workshop
May 2014

FACA and FHSTCA Workshop
Presenter
October 2014

Evolve 9 Professional Development
Revolution Conference
November 2014



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USTA Tournament Director Workshop

December 2014

FHSTCA Regional Training Workshop

Host and Presenter, Jonesville Tennis Center

January 2015

USTA South Florida Community Tennis Workshop

Presenter and Community Outreach Committee member

February 2015

USTA Entry Level Workshop

April 2015

USTA 10 & Under Workshop

April 2016

USTA “Train the Trainers” workshop

May 2016

USTA “Growing Healthy Communities through Tennis” Workshop

Presenter and Community Outreach Committee member

June 2016

Combined Awards

Facility-of-the-Year Award Winner

Distinguished Facility

Racquet Sports Industry

February 2010 edition

Jonesville Tennis Center

2010 USTA Florida Member Organization of the Year

2011 USTA National Outstanding Facility of the Year

2011 USTA National Featured Facility Award Winner



Tennis Management Partners

References

Andy McFarland Associate Executive Director & Director of Recreational Tennis USTA Florida, mcfarland@ustaflorida.com, w: [386-671-8927](tel:386-671-8927) c: [386-316-4221](tel:386-316-4221)

Vernest LeGree, Parks/Open Space Superintendent Alachua County Public Works, vlegree@alachuacounty.us, w: [352-548-1247](tel:352-548-1247)

Michelle Harris Former Commissioner City of Archer, c: [352-301-2050](tel:352-301-2050)

Christine Shurtleff GACTA, former President and Founder GACTA board member, 2004-present USTA League Coordinator, [Cs4tennis@aol.com](mailto:C44tennis@aol.com), h: [352-336-7508](tel:352-336-7508)

Jennifer Springfield Springfield Law, P.A., jennifer@springfieldlawpa.com, W: [352-371-9909](tel:352-371-9909)

Lena Lovins, BS in Exercise Science, Physical Education Teacher for High Springs Community School. Certified USTA Referee. llovins@cox.net. M: 352-328-4184

Kirsten Rowe, Esq. Attorney; Assistant Professor of Business Programs, Santa Fe College. KRowe14@yahoo.com. (O) (352) 225-1877

Alice Patlovich, Nurse and Gainesville Team Tennis Captain for 20 years. alicep2000@hotmail.com (H) 352-281-2627

Jackson Streeter, Chief Executive Officer of Florida Institute, Commercialization of Public Research. Jackson.Streeter@florida-institute.com O: 352-294-2728

Freddie Wehbe. Former owner of 12 Dominoes Franchises and successful entrepreneur. (352) 562-1411

Rachael Seidler, PhD. Professor at University of Florida College of Health and Human Performance. rachaelseidler@ufl.edu, (352) 294-1722

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Jeremy Primosh, Esq. Attorney; Associate Director UF Law Career Development Office; Special Magistrate for City of Alachua. primosch@law.ufl.edu (O) 770-616-4199



Tennis Management Partners Jonesville Park Tennis Complex Performance Criteria Review

Managed as a “County” Facility

The Jonesville Park Tennis Center is promoted and managed as an Alachua County public facility. We provide a number of free and reduced rate, community based activities and programs.

Facility promotes a positive image

We believe our partnerships and outreach programs promote the Jonesville Tennis Center, its staff and Alachua County positively to the community. We try to actively stay involved hosting, promoting and participating in various charitable community projects. We hosted our third Professional Women’s Tennis Tournament attracting media attention from print, internet and television.

All services meet ADA requirements

Yes, we took great care in the design and construction process to make the facility as accessible as possible, and it meets ADA requirements.

Operated in accordance with Ordinance 98-14

Hours of Operation

The Jonesville Park Tennis Center is open 7 days a week from 8am to 10pm, including all holidays

Special Population Program/Services

Programs in 2014:

- Provision of free court time to Jr. Team Tennis matches and practices
- Free court time for High School and Middle School Tennis practices and matches
- Juniors’ court fees are waived
- Re-use of Tennis Racquets and Tennis Balls



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- Caleb's Pitch Charity Pro Am and Round Robin
- Hands to Love Camp Participation, fundraising and awareness
- CAS Camp: Creative-Academic-Sports Camp - Held at Eastside High School Tennis, one week of free camp for elementary children who qualified for free and reduced lunch from 8am – 3:30pm
- Tennis Scholarships at JTC - At JTC, we have provided scholarships to a number of tennis students because of some type of financial hardship. We advertise the availability of scholarships year-round on our website and promotional materials.
- Free Community Tennis Festival
- Donations - To various organizations such as Children's Home Society of Florida, Center for Independent Living of North Central Florida, Hands to Love, Caleb's Pitch, BANCF Educational and Training Programs, FHSTCA, etc
- USTA Community Outreach Committee Member - Two year term beginning in 2014

Instructional Services

The Jonesville Park Tennis Center offers numerous programs on a daily basis such as groups, clinics, and private lessons for juniors and adults.

Equipment Services

Yes, we offer tennis supplies, equipment and repair services daily. We have a basic racquet stringing machine and provide re-stringing services to our customers.

Tennis Program Services

Court Reservation/Assignment System

We have an established and effective Court Reservation/Assignment and Registration System. We have a very good reservation system that we use online through the website "Hold My Court" that we are able to keep track of all our courts, whether they are being used for lessons, reservations or open play. We can manually adjust everything online as needed on a daily basis.

Activity Registration System

Our front desk staff registers customers as they come in. We keep releases on file at the front desk. Every camp participant is asked to register online or



Tennis Management Partners
in person with staff before their participation.

Organize 3 Yearly Activities

2014 Events

- Various Junior USTA Tournaments
- Hosted USTA and FHSTCA Team Challenges
- Caleb's Pitch Charity Pro Am and Round Robin
- Volunteered Tennis at Hands to Love Camp
- Free High School practice and match court time
- Directed the Eastside Tennis Program with a no-cut policy
- Free Weeklong camp at Eastside High School, CAS camp
- USTA Junior Team Tennis, free court time
- USTA 10&Under League, free court time and volunteered
- Hosted Schools for the Middle School Tennis Program, providing free court time for practices and matches.
- Quick Start Tennis Program
- Free Community Tennis Festival
- GOWTL-Gainesville Ocala Women's Tennis League
- Partnered with Oak Hall School and ran their summer program on site
- Partnered with Oak Hall School and provided a Quick Start program on site.
- Hosted a USTA Pro Circuit Event, Gainesville Women's \$10,000 Tennis Classic
- Hosted the ART, CRAFTS and TENNIS FAIR presented by the GFAA
- Hosted a USTA Girls 16 Regional Tournament

Tennis Activity Information Distributed

Our tennis programs are promoted at our facility, as well as our website, through email, newspaper, and flyer distribution.

Tournaments

We host numerous junior and adult events throughout the year at every level of play. We take great pride in our ability to run first class tournaments for



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organizations such as the USTA, Hands to Love and Caleb's Pitch.

Fees

JTC fees are not only reasonable, but likely some of the least expensive in the nation for a public clay court facility of this quality. Scholarship assistance is available.

Public Access and Use

The courts are open daily with two courts open for walk in play. Players can call ahead or check our reservation system online to check for availability.

Public Schools and Recreation Programs

We hosted numerous middle school and high school teams for free practices and matches. I personally directed the Eastside Tennis Program with a no-cut policy. Hosted a one week free camp at Eastside High school for kids who qualified for free and reduced lunch.

Maintenance of Courts and Grounds

We strive to maintain the courts and grounds in a safe and clean environment.

Maintenance of Building

Our Pro shop attendants strive to keep our building clean, which is a difficult task, considering everyone playing tennis enters and exits through our building.

Customer Service

We have a customer complaint/suggestion survey prepared online on our website.

Personnel Management

Alex Kesler, our pro-shop manager, has trained all of our pro shop personnel in what we expect from them in terms of customer service. All of our tennis instructors are fully qualified tennis teachers, hand-picked by myself, because of their teaching, playing, and professionalism.

Health and Safety



Tennis Management Partners

Any property concerns are dealt with immediately. Thankfully, we have not had any real concerns. We keep incident/accident reports at the front desk and a fully stocked first aid kit.

Public Relations and Marketing

We have a listing in the phone book. Our website is managed and maintained by us. Flyers for all our activities and events are available at the pro-shop. We do e-mail blasts out to the tennis community for our events. Most of our community tennis activities are reported in some way, including the USTA Florida website, Gainesville Sun, Gainesville Voice, and other local papers.

Reporting

Proper financial reports are maintained on a daily basis. We provide monthly financial reports and an annual compilation after our taxes are completed.

Staffing

Most of our teaching staff is USPTA certified. Full background checks have been completed on Alex Kesler and David Porter, the only full time employees on staff. We also request local background checks from each one of our part time staff and our teaching pros. We further require each one of our staff to sign our drug free workplace policy, an emergency escape procedure document, and our guideline for abuse and molestation policy.

Appendix