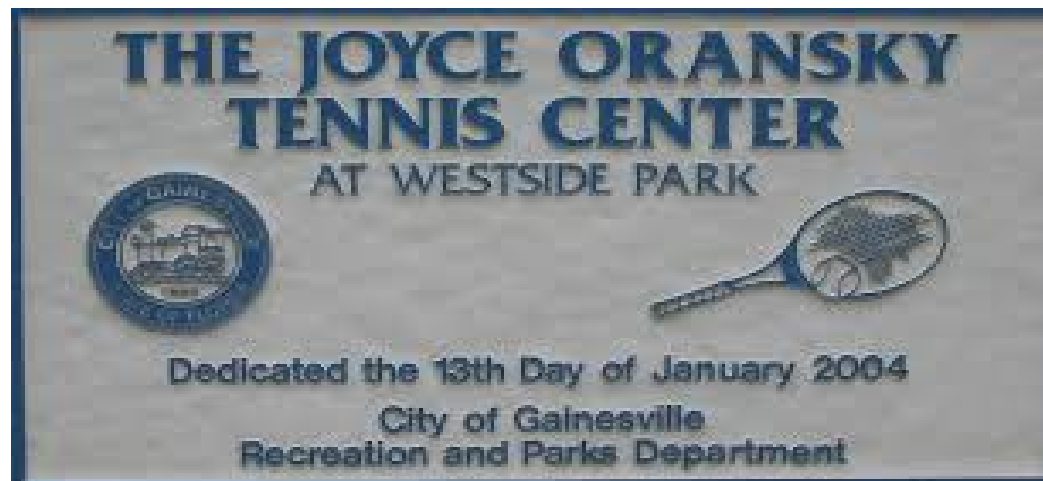


# Steve Cook Tennis

160379 p

City of Gainesville Professional Tennis Contractor

RFQ No. RECX-180044-DM



Albert "Ray" Massey (Westside) Park (8 Courts)

T.B. McPherson Park (4 Courts)

Northeast Park (4 Courts)

Northside Park (4 Courts)

Northeast 31<sup>st</sup> Ave. Park (2 Courts)

Cofrin Nature Park (1 Court)

# Steve Cook Tennis

*What are your other outside commitments? What other projects are you managing? What other projects are you bidding on, or have bid on, and how are you allocating your staff on all projects and sites you are involved with?*

The focus of Steve Cook Tennis will be the development of the highest quality community tennis program at the Joyce Oransky Tennis Center and area parks. As the selected tennis contractor, I will leave my current role as Executive Director of the Kroc Community Center, Greenville, SC.

I am not bidding on other projects.

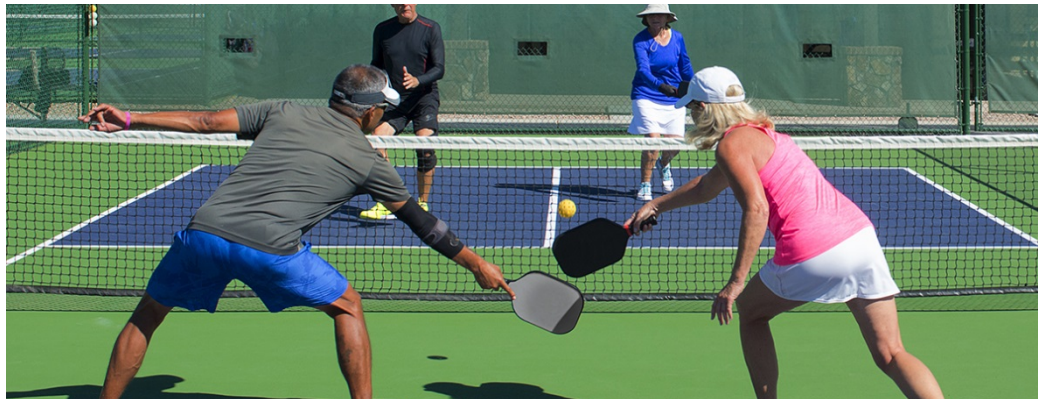


# Steve Cook Tennis

*Based on nationwide trends, what are some additional programs or activities you can infuse into city tennis facilities if you are selected to manage tennis operations?*

The fastest growing sport in the country is pickleball. The sport is one which any level may begin competition on the first day. Young children to senior members of the community enjoy the sport. At the higher levels, pickleball becomes highly competitive. Some of our tennis members have provided equipment and volunteer each week to play pickleball with a local men's shelter – an outreach program loved by all! I would encourage the city to paint pickleball lines on courts which do not have 10-and-under lines.

Cardio Tennis/Waterfall Event/Socials



# Steve Cook Tennis

*Define “camp” as it relates to tennis. How long will your camps be (number of days per week, number of hours per day, start and end times each day)? How will you ensure that working parents have a convenient means to drop their children off and pick them up each day?*

*Public School Holidays/Spring Break/Winter Break*

*Summer Camp: 8:30AM-5PM M-F (Early drop-off and late pick-up available)*

- *Games, fun activities, swimming pool, basketball, soccer ball tennis!*
- *30 years experience operating dynamic tennis programs!*



# Steve Cook Tennis

*How are you going to be inclusive to all segments of the Gainesville population? Provide a brief plan outlining how you will be inclusive to all segments of the Gainesville community?*

- *Collaborating with the successful Gainesville Aces in Motion at McPherson Park*
- *Middle School Tennis –Gainesville Area Community Tennis Association*
- *Senior Center program – Tennis and Pickleball*
- *Wheelchair Tennis*



# Steve Cook Tennis

*Provide your mission and vision and demonstrate how it aligns with the City of Gainesville Parks, Recreation and Cultural Affairs' mission and vision.*

**Our vision** is to be seen as the keepers and hosts of the places where nature, recreation and culture meet, offering memorable experiences for all.

**Our mission** is to provide and maintain the natural, recreational and cultural facilities and programs that make Gainesville a great place to live, work and visit; and that help sustain the City economically, socially and environmentally. Our goal is to make each experience in our parks and facilities as enjoyable as possible so that visitors will come back again and again.

## **Steve Cook Tennis Mission and Vision:**

**Our mission** is to offer tennis to the entire Gainesville community in a professional manner, including all socio economic levels. We mentor youth, strengthen families and engage adults in teaching tennis, offering quality tennis programming and promoting tennis as a sport for a lifetime.

**Our vision** is to attract new and seasoned players from every background of life including all areas of the Gainesville community, providing an excellent tennis adventure for everyone!!

# Steve Cook Tennis

*In your proposal, you listed key components of your project team. Will those same individuals listed in the proposal make up the team that oversees city tennis operations, or do you plan to substitute other teams members?*

Steve Cook will hire, train and lead the team to provide the best tennis programming possible. We have a track record recognized nationally by the USTA and SC-USTA for outstanding operations and programming. Existing, qualified staff will be encouraged to continue in their positions. Santa Fe College and UF populations along with vast industry contacts, provide a great resource for experienced tennis instructors and coaches.



# Steve Cook Tennis

*Will the person listed as the director of tennis be local to Gainesville? Will that person be on site on a daily basis?*

I am a tennis director, leader, coach, mentor and manager. I am not a tennis management company. I have a history of developing successful tennis programming. As the selected contractor, Steve Cook will be on-site, actively leading a team for the city tennis program. This is the same model which has successfully operated the Gainesville city tennis program for the past 38 years. This personal hands-on approach allows long-term relationships with the tennis community.





# Steve Cook Tennis

*How will you manage programs at multiple locations? If you are based out of the Joyce Oransky Tennis Center at Albert Ray Massey Park, how will you manage tennis activities at other city courts?*

I currently manage a business with 130 employees, six separate venues and two locations. We will hire a well-qualified staff and provide appropriate training. Our Director and staff will make frequent visits to all sites. Being well organized with responsible staff will ensure smooth operations. Communication with city maintenance staff will be timely.



# Steve Cook Tennis

*What is the timeframe you will need to transition into this role if selected as the contractor, and when could you be fully functional (including fully staffed)?*

*Upon being awarded the contract, I will immediately begin the process of relocating to Gainesville.*

*I will meet with current staff to determine interest and qualifications to continue their employment.*



# Steve Cook Tennis

*Because the current tennis contractor is retiring, the number of approved/awarded USTA leagues and tournaments will be limited in the short-term. How do you anticipate this will affect your business operations in the first year of operation if you are selected as the contractor?*

*The Kroc Tennis Center has developed the largest USTA league program in the South. Our experience marketing approach to program development has proven successful. Gainesville will be no exception. The rebuilding process is part of leadership change.*



# Steve Cook Tennis

*The tennis community is a very passionate and connected community. No matter who is selected as the next tennis contractor for the city, some will be happy with the choice and some won't. What strategies will you implement to bring the tennis community together?*

“Experience Marketing” is the highest level of customer service. Striving for each individual to have an excellent tennis experience will lead to a thriving tennis community. We plan on a re-grand opening celebration for the tennis program. A modern website and an active social media presence will keep the tennis community connected.

