



TENNIS MANAGEMENT PARTNERS

Where Community, Tennis, and Family Come Together

Proposal for Operations of Joyce Oransky Tennis Center and Other Tennis Facilities

Contact: Nathan Jones, (352) 353-8234,
murrayjones@gmail.com



Agenda

Who Are We

What Do We Do

Why Us

Awards

How Does It Work

What You Can Expect

What Are The Benefits

Questions



Who Are We



Nathan Jones

- USPTA Tennis Professional
- Head Tennis Coach at Eastside High School
- Over 20 years of tennis coaching and business experience.
- 2x All-conference college tennis player and MVP of tennis team.
- Former tennis pro at Pine Meadows and Grand Island Country Clubs.
- MBA from Columbia University.



David Porter

- USPTA Elite Professional, Head Pro.
- Head Tennis Coach at Gainesville High School
- 20 years of experience in managing tennis centers and teaching tennis.
- Developer and Director of the Jonesville Tennis Center since its opening in April 2009.
- USPTA District President.



What Do We Do

- High quality tennis management capabilities.
- Local school and philanthropic programs.
- The experience, passion, and human touch to ensure success.



Contact: Nathan Jones, (352) 353-8234, murrayjones@gmail.com

Why Us

- Developed national, award winning tennis center (Jonesville Tennis Center in Gainesville) from concept to sustainability.
- Expanded tennis programs throughout the Gainesville community into local schools and philanthropic events.
- Received numerous national and state awards



Awards



USTA National Outstanding Facility of the Year
USTA National Featured Facility Award Winner
USTA Florida Member Organization of the Year
USTA Volunteer Award in recognition of outstanding service and commitment to growing tennis in Florida
USTA Outstanding Service Award



Racquet Sports Industry Facility-of-the-Year Award Winner
Racquet Sports Industry Distinguished Facility



GACTA Volunteer Award



Contact: Nathan Jones, (352) 353-8234, murrayjones@gmail.com

How Does It Work

- We provide the management expertise, processes, and tools to manage an award-winning tennis center with dynamic programs and events.
- We work with local leaders providing tools, guidance, and knowledge to optimize community involvement and ensure sustainable programs.



Contact: Nathan Jones, (352) 353-8234, murrayjones@gmail.com

What You Can Expect



- Hands-on set up and management of professional tennis staff capable of running a large municipal tennis operation.
- Numerous services available for all levels of interest.
- After school programs for both public and private schools of all levels.
- Expand tennis programs in economically-challenged areas and among a diverse population.
- Fundraising events for local causes.



What Are The Benefits

- Sustainable and income generating, high quality tennis facility with a priority in customer service.
- Engaged community and growth in the number of community members taking part in and gaining enjoyment from the City's tennis programs.



Contact: Nathan Jones, (352) 353-8234, murrayjones@gmail.com

Questions?

We manage everything required to be successful.



Contact: Nathan Jones, (352) 353-8234, murrayjones@gmail.com

Appendix



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 staff you are involved with?

- Our other primary commitment is managing Jonesville Tennis Center.
- Nathan Jones will be the director at the Joyce Oransky Tennis Center and other city tennis facilities. Dave Porter will continue to direct Jonesville Tennis Center.
- We are not bidding on any other projects.
- We have enough staff to seamlessly continue operations at Joyce Oransky Tennis Center and other city facilities.
- Though we plan to continue employing staff currently working at Joyce Oransky Tennis Center.
- We also have multiple part-time staff (both administrative and tennis coaching) that are ready for additional hours.



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?

- We are always testing new ideas and programs to engage more people and create a fresh experience for all players. Here are current programs that are successful and fill up all of our current courts at Jonesville Tennis Center:
 - Leagues (USTA and Day League)
 - Social events
 - Junior Team Tennis
 - Clinics for all ages and levels
 - Tournaments
 - High school and middle school teams
 - Camps for kids and adults
 - Partnering with local organizations (schools, GACTA, etc.)



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?

- For us “camp” is a program we offer typically over the summer and holidays that can be for juniors and adults. The format is customized for attendees. It can be every day or specific days per week, from 1 hour to a full day.
- Sample camps we offer at Jonesville Tennis Center are:
 - Summer Camp – Monday thru Friday, both half day and full day options. 1.5 hours for adults.
 - Spring break camp – Monday thru Friday, half day and full day options.
- For convenience we offer extended hours for drop off and pick up.



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.

- We have a proven track record of supporting charities and our youth through community outreach. Here are a few programs:
 - Partner with 21st CCLC, currently running programs at 5 schools
 - Partner with GACTA (middle school program and other events.)
 - 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 and middle school teams
 - Host multiple USTA sponsored programs



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

Our mission and vision align perfectly with City of Gainesville Parks, Recreation, and Cultural Affairs to offer memorable experiences through recreation and economic and social sustainability. Both of our goals are to make each experience as enjoyable as possible so that visitors will come back again and again.

Our mission is 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.

Our vision 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.



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

- Yes, the individuals listed in the proposal make up the team that oversees city tennis operations.
- Nathan Jones will be director of city tennis operations.
- Nathan is local to Gainesville and will be on site daily.
- Nathan is currently coaching and co-directing operations at Jonesville Tennis Center.



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?

- We have experience managing programs at multiple locations throughout Gainesville, currently at 7 locations.
- We partner with other organizations and market programs for specific locations. We have tennis coaches and administrators on site running each program as appropriate.
- We also will have managers at locations running ongoing programs where there is enough demand.



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)?

- We could begin working at the Joyce Oransky Tennis Center within one week of receiving approval and expect to be fully staffed within a couple of weeks.
- We expect to have many of the current staff at the center continue. We have additional front desk staff and tennis coaches who are ready to begin work there right away.
- We also expect to have demand from players to fill clinics and lessons right away due to our deep connections in Gainesville and at the University of Florida.



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?

- We do not believe this will affect our operations. We already are running and have been awarded many of the USTA tournaments at the Joyce Oransky Tennis Center.
- The USTA leagues are running smoothly due to a group of dedicated captains and coaches at the Joyce Oransky Tennis Center. We do believe we will be able to increase the number of league teams.
- We feel that there will be a seamless transition in business operations.
- Our team has significant experience in the past of working with Mike Oransky and have been in leadership positions at the Joyce Oransky facility in the past.



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?

- We will have a re-launch party at the Joyce Oransky Tennis Center where the community will be invited to attend and participate. We will use public relations (local papers) and marketing to raise awareness and engage the community. This event will be used to promote all of our new programs as well as request feedback and new ideas from the community.
- We will be open and inclusive with all of our programs and events.
- We will partner with local organizations (local schools, 21st Century Community Learning, GACTA) to expand and begin new community programs and help with fundraising.
- We will encourage ongoing feedback from the community via multiple communication channels including online, email, and at the front desk, etc. All feedback will be recorded, reviewed, and acted upon.

