

**Steve Cook, Tennis Contractor  
210 Ridenour Avenue  
Greenville, South Carolina 29615**

March 12, 2018

Procurement Division, Room 339  
City Hall  
200 East University Avenue  
Gainesville, FL 32601

RFQ NO. RECX-180044-DM  
City of Gainesville Professional Tennis Contractor

As an experienced Director of Tennis, I am pleased to submit the attached RFQ to the City of Gainesville, Florida. I am familiar with the City tennis facilities including the Joyce Oransky Tennis Center/Pro Shop at Ray Massey Westside Park, Northeast Park, Northside Park, TB McPherson Park, Northeast 31<sup>st</sup> Avenue courts and the Cofrin Nature Park court.

I currently manage a tennis and recreation facility open to the public in Greenville, SC. While serving as Director of Tennis, the facility was named USTA National Facility of the Year. I encourage you to view a few short videos located on the Steve Cook Tennis YouTube channel to see the scale of our current programming community outreach:

[www.youtube.com/watch?v=PK0YRsnTzFI](https://www.youtube.com/watch?v=PK0YRsnTzFI)

[www.youtube.com/watch?v=K0U57AVZqVg](https://www.youtube.com/watch?v=K0U57AVZqVg)

In the event I am selected as Gainesville's tennis contractor, I will relocate to Gainesville to focus on growing the City tennis program.

Sincerely,



Steve Cook

# Table of Contents

A. Project Understanding and Approach.....	1
Organizational Chart .....	3
B. Proposed Project Staff.....	4
C. Qualifications of Firm.....	7
D. Similar Programs.....	9-24
E. Technical Approach and Methodology.....	25
F. Fees for Tennis Programs and Services.....	26
G. Fees/Revenue Payable to the City of Gainesville.....	27
Supporting Documents	
Proposal Response Form.....	28
Living Wage Compliance.....	29
Drug Free Workplace Form.....	30
Reference Form.....	31
Addendum #1.....	32
Addendum #2.....	35
College Degree.....	45
USPTA Certificates.....	47
Suggestion Form.....	49
Feedback Form.....	50
Letter from current contractor, Mike Oransky.....	51
Greenville Journal Article.....	52

## A. Project Understanding and Approach

### **Mission of Steve Cook, dba Steve Cook Tennis:**

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

#### **Steve Cook, Tennis Contractor**

Westside Park and The Joyce Oransky Tennis Center have a rich history in the Gainesville community. The tennis contractor must be an expert in the tennis industry with a broad background in all areas of tennis operations. I bring the highest level of experience to the City. I will respond quickly to any requests the City may have for specific project proposals. My experience in coaching/teaching tennis is extensive. With over 25 years of management experience and having developed a national award winning community tennis center, I will deliver quality programming and fresh ideas.

Tennis began early for me as I was raised in an active “tennis” family. When I was 12 my dad, who played tennis for The University of Michigan, changed careers and co-founded a large community tennis center. The Greater Midland Community Tennis Center, Midland, Michigan, features 16 indoor and 16 outdoor courts. I was literally raised competing and training, teaching the game and restringing rackets. My brothers played tennis for The University of Florida and Kalamazoo College, respectively. Both of my sisters played tennis for Western Michigan University. I followed my brother to Gainesville and then Pensacola, playing tennis for Santa Fe College and The University of West Florida, graduating with a degree in marketing.

I have been certified by the United States Professional Tennis Association (USPTA) for over 22 years, holding the rating as “Elite” Professional. I have experience including operating multiple facilities, serving as head coach of high school and college teams, leading large staffs and managing significant outreach programs. My experience in community tennis programming is extensive.

I have developed and operations manual for tennis centers. This is a detailed manual for staff to reference regarding all tennis center procedures. One important area refers to keeping children “Safe” calling for adults to never be alone with children. Two adults are required in all settings. I will install cameras in the pro shop and tennis office to ensure safety of our community.

The tennis contractor will provide the City with accurate fiscal recordkeeping, with annual Financial Statements. Records are available more frequently at the request of the City. Transactional records from the tennis operation will include participant demographics, ball machine rentals, lesson information, revenues for all fees, and will include a trial balance. Court usage calendars are also available for review. Records will be available to the City during regular working hours.

The contractor will be responsible for all bookkeeping related to the contract, including federal, and state financial reporting requirements. Upon selection as contractor, Steve Cook Tennis will contract a local CPA who will provide financial statements and tax returns. I have an excellent credit rating, have never been a party to a law suit and have never been arrested. I will complete the City of Gainesville's Level 2 background screening check upon selection. All tennis staff will undergo the same background check annually, at the expense of the contractor.

Quality tennis instruction is an important component of the tennis program. I have delivered on detail management overseeing large tennis programs and instructional staff for many years. A quality, diversified staff will be hired by Steve Cook Tennis, trained in customer service, community relations and on-court teaching prior to their first lesson or clinic. The player "experience" is too critical to allow just anyone to teach tennis. In my current position, I have hired a most qualified, diversified professional tennis staff. I will do the same when selected as the City tennis contractor. The contractor will be responsible for daily court maintenance at the multiple tennis facility locations. I hold high standards in maintenance related issues.

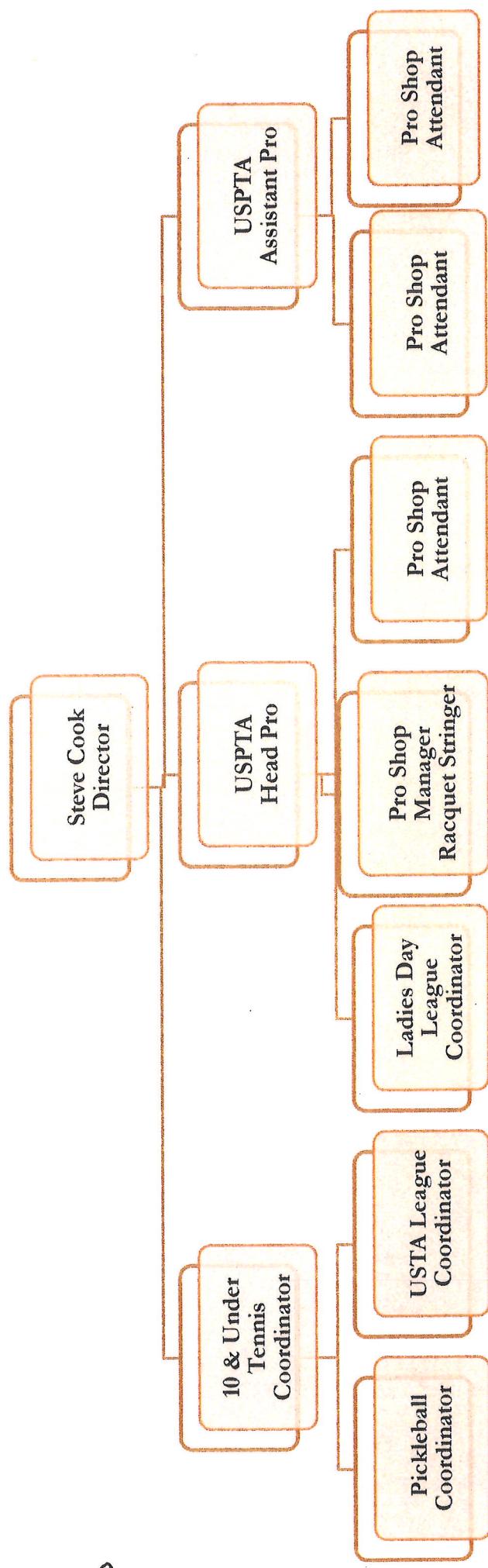
It is anticipated that a number of local tennis tournaments, charity events and fund raisers will be held at the tennis courts. Local market demand will determine the frequency. League play will be a mainstay at the facilities, allowing the community a frequent opportunity to enjoy competition. In addition to daily play, lessons, clinics and camps will round out the offerings.

Pickleball is the fastest growing sport in the country. While the USTA and the Florida Tennis Association (FTA) view Pickleball as having a negative impact on the tennis industry, I believe the sport is a fun way to exercise and compete as a complement to tennis. I was pleased to see the Joyce Oransky Tennis Center has two lined pickleball courts adjacent to the tennis courts. At least one staff member will be experienced and serve as our Pickleball Coordinator.

The tennis contractor will select/purchase inventory and manage the tennis pro shop. I have successfully managed/owned tennis shops offering both the novice and advance players equipment suitable to their level of play. While tennis pro shops are not a significant profit center, I will provide a nice selection of equipment. Professional racket stringing will also be available at the Joyce Oransky Tennis Center. Loaner rackets and balls will be available for the community. Office operation expenses including telephone, cell phone, internet, satellite and cable television are the responsibility of the contractor.

The tennis facilities will be open every day with the exception of Thanksgiving Day, the day after Thanksgiving Day, Christmas Eve, Christmas Day and New Year's Day. Customer feedback is an important component in developing a successful program. Our quality assurance program includes suggestion forms and evaluation forms. Annual customer satisfaction surveys will be provided to the City for review.

# Steve Cook Tennis Organizational Chart



## **B. Proposed Project Staff**

As the selected tennis contractor, Steve Cook will be on-site and serve as the Director of Tennis for the City of Gainesville, Florida. I have a proven history of hiring well qualified staff. My current staff includes the 2017 South Carolina Pro of the Year, the 2018 Professional Tennis Registry Wheelchair Tennis Pro of the Year and the 2018 Kroc Center Southern Territory (7 Kroc Centers) Beacon of Hope Employee of the year recipient. All eight of our teaching pros are certified by the USPTA or the USPTR. Many have worked with me for several years. My staff and I regularly attend USPTA or USTA workshops and seminars to stay up to date on modern teaching and management techniques.

Having the right people is critical in every business. I will hire qualified, energetic staff, both locally and regionally. Our staff will be focused on the customer experience with periodic training meetings. Many thousands of students have enjoyed learning tennis through experiencing Steve Cook's methods of instruction. I have industry wide network of contacts to locate and hire the most qualified staff leading to strong retention. Tennis academies, fellow teaching professionals, and tennis retail industry contacts will aid in hiring. I anticipate offering positions to existing personnel who are experienced, upbeat and energetic.

### **Staff Qualifications:**

I will serve as the Director of Tennis and be the individual responsible to the City of Gainesville.

- Our Head Tennis Professional and will be certified by the USPTA or USPTR, will have played college tennis and have experience in the role of Head Professional. This position requires strong organizational and communication skills and an instructional background in coaching novice to advanced players. The Head Pro will be responsible for managing the tennis operations when I am unavailable or at a different City park. It is important those serving as Director of Tennis or Head Pro have experienced college tennis competition. Estimated 15 hours/week. Compensation is \$30/hour.
- The assistant pros will be certified but it will not be mandatory that they competed in college. These pros will need to be reliable, communicate clearly, and have a clear understanding of strategy and technique. Estimated 20-25 hours/week. Compensation is \$25-27/hour depending on experience.
- The 10 & Under Tennis Coordinator is the key to longevity in tennis programs. Introducing children to tennis and making it a fun event will result in retaining the players for many years. Certification in 10 & Under and a minimum of five years of experience in teaching programs in excess of 100 children will be required. Estimated 15 hours/week. Compensation is \$25/hour.

- With Pickleball growing so quickly, I will have a seasoned player/teacher/enthusiast on staff as our Pickleball Coordinator. This role may be shared with a teaching tennis position or a pro shop position. Estimated 15 hours/week. Compensation \$15/hour.
- The Pro Shop manager will be experienced in merchandising, sales and point of sales/inventory control systems. This individual will assist in daily recordkeeping functions. Estimated 25 hours per week. Compensation is \$9/hour.
- Pro Shop Attendants will be reliable, neat in appearance, energetic and knowledgeable in tennis center operations. Estimated 10-15 hours per week. Compensation \$8/hour.
- Recognizing adult and junior league play is instrumental in building a tennis program, we will hire an organized USTA League Coordinator. A working knowledge of USTA leagues is necessary. Estimated 10 hours/week. Compensation \$10/hour.

## Programming

For many years our programming has included recreational offerings to advanced level training. The spreadsheets below show typical offerings during the school year and during the summer for both youth and adults. Making tennis fun and easier to learn is our goal. Our programming has a history of being well received by all levels from beginner, intermediate and advanced players. We have found creative ways to engage the entire tennis community to grow facility usage through repeat clients playing more than once each week. A goal is to return Oransky Tennis Center to the most active tennis center in the Gainesville area.

### Additional programming experience:

- Experienced tournament director
- Organize charity tennis tournaments
- Routinely sponsor charity events with tennis lesson/camp prizes
- Host fund raising events at the facility
- Gather and donate free equipment to grow the game
- Use Constant Contact software for newsletters/communications
- Modern website offering programming to the tennis community

Recently trained and certified in the new USTA Net Generations programming, I plan on bringing this fun, innovative program to Oransky Tennis Center. I am committed to investing in proven programs and equipment to make tennis easier to learn – and affordable!

I anticipate offering “Westside Clinics” as a weekly offering for ongoing adult clinics. Patrons sign up by the week without a long-term commitment. It has proven to nurture players to improve their skills and leads to many new long-term players.

League play for adults through the USTA and a Freedom League program will be offered. Freedom League allows players to individually schedule their matches. This format is especially popular with those working varied shifts.

I have successfully managed more than one facility at the same time in league play, tournaments and events.

Youth will enjoy competition with Junior Team Tennis. My current program offers a fun and successful “Friday Nights Under the Lights” with all courts used for Junior Team Tennis. Junior team tennis allows youth to compete as a team, meet new friends and enjoy a social side to the sport.

Tennis 101 has been a great way for novice adults to learn the great game of tennis. This beginner program includes a FREE pre-strung racket! We have a history of successfully transitioning 85% of our Tennis 101 participants to joining a USTA league.

The Tiny Tots program offers a fun way for the youngest tennis athletes to learn the game. The lightweight, appropriately sized rackets, paired with balls designed for the children, offer a great introduction to play.

Our programs will include tennis for the entire community. From the Tiny Tots and 10 & Under to an academy setting, we will have qualified, trained staff in place to ensure an excellent tennis experience.

## C. Qualifications of Firm

I have been involved in the tennis industry for over twenty five years. I attended college on a tennis scholarship at both Santa Fe College and The University of West Florida and hold a Bachelor of Science Marketing degree. Post college tennis playing includes a season of Bavarian Team Tennis in Germany, achieving a ranking of #1 in Men's Doubles in South Carolina 5 times and number 3 in South Carolina 25-and-over singles. I am currently a 4.5 USTA rated player.

Tennis industry experience includes:

- A long-time member of the United States Professional Tennis Association (USPTA), holding status as "Elite Professional".
- Served roles over many years as Assistant Teaching Professional, Head Teaching Professional, and Director of Tennis.
- Former NCAA Division II college coach.
- Owned two successful pro shops.
- Professional racket stringer.
- Member of United States Tennis Association since childhood.
- Professionally sponsored by Dunlop Sports USA for many years.
- Hold a South Carolina Commercial Driver's License.

Kroc Tennis Center experience includes:

- Co-founded and supported development of the 16 court tennis center, including proposal, design and fundraising for facility with 2011 opening. The Kroc Tennis Center was named 2014 USTA Facility of the year by the USTA-National and SC-USTA Facility of the Year in 2015.
- Responsible for management of The Kroc Tennis Center with 16 courts (8 hard, 8 Har-Tru clay), training and energizing coaches, staff and volunteers to assure an excellent tennis experience for members and public.
- Interview, hire, lead and evaluate employees including 8 teaching pros, 10 support staff and court/facility staff. Current staff includes the 2017 SC-USTA Pro of the Year, who has been employed since 2011.
- Lead development of long-term plans, yearly plans and budget for the center.
- Developed operations manual, including facility procedures/rules.
- Evaluate leadership staff annually.
- Lead promotion and marketing of facility and programs resulting in court use most months exceeding 85% of availability.
- Center is home to over 200 USTA league teams, including 16 junior team tennis teams. Kroc league tennis serves over 3,000 players annually.

- Develop programming for youth and adults of all levels, including camps, clinics, lessons and socials.
- Manage outreach program bringing tennis to children and communities whom may otherwise never experience the character building benefits of playing tennis. Outreach includes Boys and Girls Club, low income at-risk neighborhoods, special needs/wheelchair and churches totaling more than 4,500 student hours of instruction annually.
- Manage tennis shop and racket stringing/repair.
- Manage staff of 19 employees (instructors, maintenance and pro shop staff), two of which were full-time.
- Owned two successful tennis pro shops.
- Professional racket stringer.

In addition to the Kroc Tennis Center operation, I am currently Kroc Center Director, responsible for the management of the community center including aquatics, fitness, conference center, youth and adult league sports, day camps and summer camps. With 74,000 square feet, a \$4.5 million operating budget and over 100 employees, the Kroc Center is a true community center. The facility is open to the public and scholarships are available.

## **D. Similar Programs**

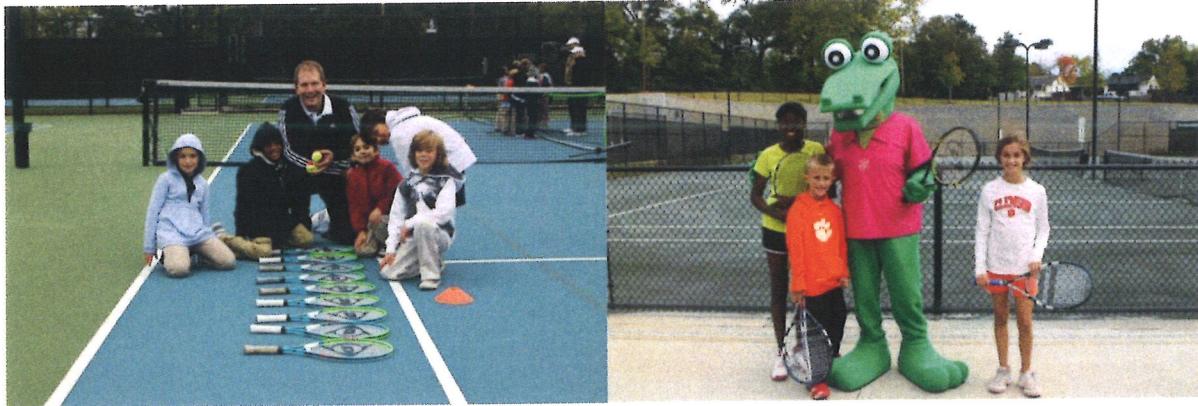
The Kroc Tennis Center, while not a municipality, is very similar to a public facility. It is a 501-C-3 non-profit. The facility is open to the public with memberships or daily fees with 8 hard courts and 8 clay courts, all lighted for evening play. We operate a popular clinic and lesson programming taught by our 8 certified teaching professionals. Two programmable ball machines are available for rental and there is a spacious backboard for further practice.

The Kroc Tennis Center opened in July 2011 and currently has over 750 members plus day pass players. It is the home to over 200 league teams annually – the most of any facility in the state. Two additional similar programs I have led include the Greenville High School (SC) boy's tennis team and the Converse College women's tennis team. High school tennis, while competitive, is also a stage for youth to learn life's lessons. As head coach for 6 years, our program won the conference 5 times, the Upper State Championship twice and finished as finalist in the State Championship. Converse College is a NCAA Division II program. Our team worked hard to compete in a very tough conference. I am proud of the accomplishments these student athletes achieved both on and off the court.

A responsibility of the tennis contractor will be to provide the City with all appropriate licenses, permits and insurance coverage. Business tax receipt and Zoning Compliance Permit will also be provided. I will provide these forms and coverage within thirty days of contracting with the City.

*The following pages show images of programming and spreadsheets detailing clinic offerings at the Kroc Tennis Center.*

## TENNIS COMMUNITY OUTREACH



## TENNIS COMMUNITY OUTREACH



## TENNIS COMMUNITY OUTREACH



## APPLICATION

Session Start Date(s): \_\_\_\_\_

Camper #1: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Birthdate: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Gender: M / F

T-shirt Size: Youth / Adult S / M / L / XL

Class: Camp / Advanced Training / Little Kroc / Saturday

Camper #2: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Birthdate: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Gender: M / F

T-shirt Size: Youth / Adult S / M / L / XL

Class: Camp / Advanced Training / Little Kroc / Saturday

Camper #3: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Birthdate: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Gender: M / F

T-shirt Size: Youth / Adult S / M / L / XL

Class: Camp / Advanced Training / Little Kroc / Saturday

Parent/Guardian: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Alternate: \_\_\_\_\_

Email: \_\_\_\_\_

Is this the Emergency Contact? Y / N

If no, please fill in Emergency Contact:

Name: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Alternate: \_\_\_\_\_

Other than the above listed individuals, who is authorized to pick up your child(ren) after camp?

Name(s): \_\_\_\_\_

Name(s): \_\_\_\_\_

Name(s): \_\_\_\_\_

Name(s): \_\_\_\_\_

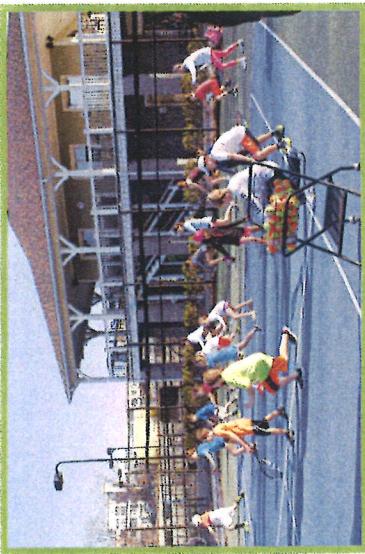
Name(s): \_\_\_\_\_

Name(s): \_\_\_\_\_

\*\*\*Please read and sign waiver on back\*\*\*

## Summer 2018

# Junior Tennis



"Enter His gates with thanksgiving, and His courts with praise." Psalm 100:4



### Kroc Tennis Center

205 Gibbs Street  
Greenville, SC 29601  
864-241-2116  
[krocgreenville.org/tennis-center](http://krocgreenville.org/tennis-center)

## TENNIS CAMP

Monday, June 11 - Thursday, August 2

Beginner/Intermediate

Completed grades 1-8

\$99 Member/\$119 Non-member (paid by 5/31/18)  
\$109 Member/\$129 Non-member (after 5/31/18)  
*Includes camp T-shirt!*

**Monday-Thursday:**  
9-10:00am Instruction & Drills  
10-11:00am Games  
11-11:30am Snack & Travel to Pool  
11:30-12:30pm Swim  
12:30 Pick up at Main Kroc Center  
424 Westfield Street

Please pack a labeled bag with:

- \* Water/Cooler \* Swimsuit
- \* Racket \* Towel
- \* Hat \* Snack

*Please fill out the attached Application and Waiver, and submit with payment.*

**NO CAMP THE WEEK OF JULY 4.**

## Kroc Camp and Training offer:

- Innovative coaching from our experienced and certified professional instructors and qualified camp staff.
- An opportunity to learn and compete while having fun.
- Technical and tactical instruction, along with quickness, speed and agility training.
- Physical and mental conditioning designed to enhance tennis performance.
- Strategy and competition through fun games, drills and point-play coaching.

## ADVANCED TRAINING

Monday, June 11 - Friday, August 10

Completed grades 4-12

\$129 Member/\$149 Non-member (paid by 5/31/18)  
\$139 Member/\$159 Non-member (after 5/31/18)

**Monday-Thursday:**

8am-Noon Instruction, Drills & Point Play  
Speed & Agility Training

**Friday:**

9-11:00am Point Play only  
**NO TRAINING THE WEEK OF JULY 4.**

## LITTLE KROCS

Tuesday, June 12 - Friday, August 10

**Completed K4 & K5**

\$22 Member/\$26 Non-member (pay by 5/31/18)  
\$24 Member/\$28 Non-member (after 5/31/18)

For our littlest players, we offer a two-day clinic which focuses on hand-eye coordination, court etiquette, and basic stroke technique.

Tues & Fri 11am-Noon

**NO LITTLE KROCS THE WEEK OF JULY 4**

## SATURDAY CLINICS

Saturday, June 9 - Saturday, August 11

## Salvation Army Kroc Center

Notice - In order to promote a safe and secure environment, The Salvation Army Kroc Center has placed video cameras in various locations. As part of our commitment to the safety of children and vulnerable persons, The Salvation Army Kroc Center reserves the right to consult public sources to determine whether any member, or guest of any member, poses an unreasonable risk of harm to its patrons, staff, or visitors.

**PRINT PARENT/GUARDIAN NAME:**

**PARENT/GUARDIAN SIGNATURE:**



## WAIVER

I (we) understand that this Facility Usage Waiver will be kept on file with The Salvation Army Ray and Joan Kroc Corps Community Center for an extended period of time and therefore may be renewed and utilized for future facility usage activity.

By signing this Facility Usage Waiver, I (we) agree to the following: (1) member and any guests in his/her party will abide by the terms of this Agreement at all times during the period of activity and usage of the facility and will comply with all rules and regulations posted or otherwise communicated to the patron, (2) in case of illness or injury, The Salvation Army Kroc Center is authorized to secure emergency medical treatment at the patron's expense, (3) The Salvation Army Kroc center reserves the right to remove from the facility or terminate the patron's facility usage to anyone who fails to comply with any posted rules and regulations or otherwise breaches the terms of this Agreement, in which case the patron will not be entitled to a refund of dues, (4) facility usage rights are not transferable, and (5) grant permission for the Salvation Army Kroc Center to make visual recordings of all individuals listed on this form for its responsible use.

**LIABILITY WAIVER:** I understand that use of the facilities and equipment at The Salvation Army Kroc Center may invoke risk of bodily injury or property damage and I agree to assume any such risks. I understand that it is up to me to consult physicians and other professionals to make sure that I can safely participate in activities and events at The Salvation Army Kroc Center. I also understand and agree that by signing this Agreement, I am giving up my (or the minor for whom I sign) right to make any claim against The Salvation Army, its agents, employees and volunteers, including the right to sue them, for bodily injury or property damage or any other loss that I might suffer while using the Salvation Army Kroc Center facilities and services, except as limited by law.

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**PRINT PARENT/GUARDIAN NAME:**

**PARENT/GUARDIAN SIGNATURE:**

Date: \_\_\_\_\_

Steve Cook Tennis

**Junior Tennis Clinics  
2017 Fall Session I  
Wed Aug 23—Sat Oct 21**

**8 1/2 - week session:**

<b>Clinic</b>	<b>Ages</b>	<b>Days</b>	<b>Times</b>	<b>Member Cost</b>	<b>Non-Member Cost</b>
Fundamentals I	6-8	Mon & Wed	3:30-4:30	\$154	\$182
Fundamentals I	6-8	Tue & Thur	3:30-4:30	\$165	\$195
Fundamentals II	9-11	Mon & Wed	3:30-4:30	\$154	\$182
Fundamentals II	9-11	Tue & Thur	3:30-4:30	\$165	\$195
Beginner	11-18	Mon & Wed	6:00-7:00	\$154	\$182
Little Krocs	4-5	Fridays	3:30-4:30	\$77	\$91
Saturday I	6-12	Saturdays	11:00am-Noon	\$77	\$91
Saturday II	13-18	Saturdays	Noon-1:00pm	\$77	\$91
High School	13-18	Mon & Wed	4:30-6:00	\$231	\$259
High School	13-18	Tue & Thur	4:30-6:00	\$247	\$275
Academy I	8-12	3-4 days/week (M-TH)	4:30-6:30	\$396	\$476
Academy I	8-12	2 days/week (M-TH)	4:30-6:30	\$316	\$381
Academy II	13-18	3-5 days/week (SUN-TH)	4:30-6:30	\$476	\$571

**\*\* Academy I and II include conditioning Tuesdays & Thursdays 6:30-7:30pm \*\***

- Inclement weather discount is built into the clinic price (two days for 2-day clinics, one day for 1-day clinics)
- No clinics: Monday, **September 4** (Labor Day),  
Friday-Saturday, **September 22-23** (Kroc Junior Tournament)

Z:Tennis/Juniors/JuniorClinics2017Fall 1 flyer

Steve Cook Tennis

**Junior Tennis Clinics  
2017 Fall Session I  
Wed Aug 23—Sat Oct 21**

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**\*\* Academy I and II include conditioning Tuesdays & Thursdays 6:30-7:30pm \*\***

- Inclement weather discount is built into the clinic price (two days for 2-day clinics, one day for 1-day clinics)
- No clinics: Monday, **September 4** (Labor Day),  
Friday-Saturday, **September 22-23** (Kroc Junior Tournament)

Z:Tennis/Juniors/JuniorClinics2017Fall 1 flyer

Steve Cook Tennis

**Junior Tennis Clinics**  
**2017 Fall Session II**  
**Mon Oct 23 - Tue Dec 19**

**8 1/2 - week session:**

<b>Clinic</b>	<b>Ages</b>	<b>Days</b>	<b>Times</b>	<b>Member Cost</b>	<b>Non-Member Cost</b>
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**\*\* Academy I and II include conditioning Tuesdays & Thursdays 6:30-7:30pm \*\***

- Inclement weather discount is built into the clinic price (two days for 2-day clinics, one day for 1-day clinics)
- No clinics Thursday-Saturday, **November 23-25** (Thanksgiving Weekend)

Z:Tennis/Juniors/JuniorClinics2017Fall II flyer

Steve Cook Tennis

**Junior Tennis Clinics**  
**2017 Fall Session II**  
**Mon Oct 23 - Tue Dec 19**

**8 1/2 - week session:**

<b>Clinic</b>	<b>Ages</b>	<b>Days</b>	<b>Times</b>	<b>Member Cost</b>	<b>Non-Member Cost</b>
Fundamentals I	6-8	Mon & Wed	3:30-4:30	\$165	\$195
Fundamentals I	6-8	Tue & Thur	3:30-4:30	\$154	\$182
Fundamentals II	9-11	Mon & Wed	3:30-4:30	\$165	\$195
Fundamentals II	9-11	Tue & Thur	3:30-4:30	\$154	\$182
Beginner	11-18	Mon & Wed	6:00-7:00	\$165	\$195
Little Krocs	4-5	Fridays	3:30-4:30	\$66	\$78
Saturday I	6-12	Saturdays	11:00am-Noon	\$66	\$78
Saturday II	13-18	Saturdays	Noon-1:00pm	\$66	\$78
High School	13-18	Mon & Wed	4:30-6:00	\$247	\$275
High School	13-18	Tue & Thur	4:30-6:00	\$231	\$259
Academy I	8-12	3-4 days/week (M-TH)	4:30-6:30	\$396	\$476
Academy I	8-12	2 days/week (M-TH)	4:30-6:30	\$316	\$381
Academy II	13-18	3-5 days/week (SUN-TH)	4:30-6:30	\$476	\$571

**\*\* Academy I and II include conditioning Tuesdays & Thursdays 6:30-7:30pm \*\***

- Inclement weather discount is built into the clinic price (two days for 2-day clinics, one day for 1-day clinics)
- No clinics Thursday-Saturday, **November 23-25** (Thanksgiving Weekend)

Z:Tennis/Juniors/JuniorClinics2017Fall II flyer

Steve Cook Tennis

**Junior Tennis Clinics  
2017 Spring Session  
March 20-June 3 (11 weeks)**

**11-week session:**

<u>Clinic</u>	<u>Ages</u>	<u>Days</u>	<u>Times</u>	<u>Member Cost</u>	<u>Non-Member Cost</u>
FUNDamentals I	5-8	Mon & Wed	3:30-4:30	\$209	\$247
FUNDamentals I	5-8	Tue & Thur	3:30-4:30	\$220	\$260
FUNDamentals II	9-11	Mon & Wed	3:30-4:30	\$209	\$247
FUNDamentals II	9-11	Tue & Thur	3:30-4:30	\$220	\$260
Intermediate	11-18	Tue & Thur	5:30-6:30	\$220	\$260
Little Krocs	4-5	Fridays	3:30-4:30	\$99	\$117
Saturday I	6-12	Saturdays	11:00am-Noon	\$99	\$117
Saturday II	13-18	Saturdays	Noon-1:00pm	\$99	\$117

**5-week session (May 1-June 2):**

<u>Clinic</u>	<u>Ages</u>	<u>Days</u>	<u>Times</u>	<u>Member Cost</u>	<u>Non-Member Cost</u>
High School	13-18	Mon & Wed	4:30-6:00	\$135	\$162
High School	13-18	Tue & Thur	4:30-6:00	\$150	\$180
Academy I	8-12	3-5 days/week (M-F)	4:30-6:30	\$280	\$336
Academy I	8-12	2 days/week (M-F)	4:30-6:30	\$186	\$224
Academy II	13-18	3-5 days/week (M-F)	4:30-6:30	\$280	\$336

**We will not hold clinics on Monday, May 29 (Memorial Day).**

Z:Tennis/Juniors/JuniorClinics2017springflyer

Steve Cook Tennis

**Junior Tennis Clinics  
2017 Spring Session  
March 20-June 3 (11 weeks)**

**11-week session:**

<u>Clinic</u>	<u>Ages</u>	<u>Days</u>	<u>Times</u>	<u>Member Cost</u>	<u>Non-Member Cost</u>
FUNDamentals I	5-8	Mon & Wed	3:30-4:30	\$209	\$247
FUNDamentals I	5-8	Tue & Thur	3:30-4:30	\$220	\$260
FUNDamentals II	9-11	Mon & Wed	3:30-4:30	\$209	\$247
FUNDamentals II	9-11	Tue & Thur	3:30-4:30	\$220	\$260
Intermediate	11-18	Tue & Thur	5:30-6:30	\$220	\$260
Little Krocs	4-5	Fridays	3:30-4:30	\$99	\$117
Saturday I	6-12	Saturdays	11:00am-Noon	\$99	\$117
Saturday II	13-18	Saturdays	Noon-1:00pm	\$99	\$117

**5-week session (May 1-June 2):**

<u>Clinic</u>	<u>Ages</u>	<u>Days</u>	<u>Times</u>	<u>Member Cost</u>	<u>Non-Member Cost</u>
High School	13-18	Mon & Wed	4:30-6:00	\$135	\$162
High School	13-18	Tue & Thur	4:30-6:00	\$150	\$180
Academy I	8-12	3-5 days/week (M-F)	4:30-6:30	\$280	\$336
Academy I	8-12	2 days/week (M-F)	4:30-6:30	\$186	\$224
Academy II	13-18	3-5 days/week (M-F)	4:30-6:30	\$280	\$336

**We will not hold clinics on Monday, May 29 (Memorial Day).**

Z:Tennis/Juniors/JuniorClinics2017springflyer

Steve Cook Tennis  
864-241-2116

Junior Tennis Clinics  
2017 Winter Session  
January 2 - March 18  
(11 weeks)

<u>Level</u>	<u>Grade</u>	<u>Days</u>	<u>Times</u>	<u>Member Cost</u>	<u>Non-Member Cost</u>
Little Krocs (3:30 f60)	K4 & K5	Fridays	3:30-4:30	99	117
Beg & Intermediate (3:30 m60)	Grades 1-5	Mon & Wed	3:30-4:30	187	221
(3:30 t60)		Tue & Thur	3:30-4:30	198	234
(11:00 s60)		Saturdays	11:00am-Noon	99	117
(12:00b s60)		Saturdays	Noon-1:00pm	99	117
Advanced (4:00 t90)		Tue & Thur	4:00-5:30	288	342
Beg & Intermediate (5:30 t60)	Grades 6-12	Tue & Thur	5:30-6:30	198	234
(12:00 s60)		Saturdays	Noon-1:00pm	99	117
Advanced * (4:30m120)		Mon & Wed	4:30-6:30	340	391
(4:30 t120)		Tue & Thur	4:30-6:30	360	414

- \*Participation in any Advanced clinic is subject to acceptance by our pros according to level.
- Players who choose to take clinics four days a week will receive a 20% discount.
- Inclement weather discount is built into the clinic price in the form of two extra weeks (Winter Session).
- We will not have clinics on **Monday, January 16 (MLK Day)**.

Steve Cook Tennis

Junior Tennis Clinics  
2017 Winter Session  
January 2 - March 18  
(11 weeks)

864-241-2116

<u>Level</u>	<u>Grade</u>	<u>Days</u>	<u>Times</u>	<u>Member Cost</u>	<u>Non-Member Cost</u>
Little Krocs (3:30 f60)	K4 & K5	Fridays	3:30-4:30	99	117
Beg & Intermediate (3:30 m60)	Grades 1-5	Mon & Wed	3:30-4:30	187	221
(3:30 t60)		Tue & Thur	3:30-4:30	198	234
(11:00 s60)		Saturdays	11:00am-Noon	99	117
(12:00b s60)		Saturdays	Noon-1:00pm	99	117
Advanced (4:00 t90)		Tue & Thur	4:00-5:30	288	342
Beg & Intermediate (5:30 t60)	Grades 6-12	Tue & Thur	5:30-6:30	198	234
(12:00 s60)		Saturdays	Noon-1:00pm	99	117
Advanced * (4:30m120)		Mon & Wed	4:30-6:30	340	391
(4:30 t120)		Tue & Thur	4:30-6:30	360	414

- \*Participation in any Advanced clinic is subject to acceptance by our pros according to level.
- Players who choose to take clinics four days a week will receive a 20% discount.
- Inclement weather discount is built into the clinic price in the form of two extra weeks (Winter Session).
- We will not have clinics on **Monday, January 16 (MLK Day)**.

## The Academy Pathway

The academy pathway is designed for the student that is committed to pursuing tennis at the Sectional and National level. Class price is based on 3x per week; players are encouraged to participate 5x per week at no additional cost.

Two sessions available:

March 20 - April 27 (6 weeks)  
May 1 - June 2 (5 weeks)

### **Academy I**

Students will be taught technical and tactical information for over-all development.

In contrast to the industry norm, our approach is slow and methodical. We want your child's development to grow like a flower and not like a weed. Most children will complain of boredom while working on technique, but our program uses proven techniques to educate and truly teach tennis. Tennis is a sport of a lifetime and we want your child's fundamentals to prevent future injury and to stand the test of time. Players will also be asked to pursue 1-2 USTA Tournaments per month.

### **Academy II**

The students in this group have already learned the technical basics, so they will practice more "live ball" training. Players also will be asked to pursue 1-2 USTA Tournaments per month.

*Minimum Requirement: 3 days per week (tennis is a highly skilled sport which requires much repetition - the more your children execute the movements the more affluent they will become).*

Academy I: Ages 8-12  
Monday - Friday 4:30-6:30

\$340 / \$408 (3/20-4/27)  
\$280 / \$336 (5/1 - 6/2)

Academy I TWO DAYS: Ages 8-12  
Monday - Friday 4:30-6:30

\$226 / \$272 (3/20-4/27)  
\$186 / \$224 (5/1 - 6/2)

Academy II: Ages 13-18  
Monday - Friday 4:30-6:30

\$340 / \$408 (3/20-4/27)  
\$280 / \$336 (5/1 - 6/2)

## **JUNIOR PLAYER PATHWAY**



**Spring Session**  
**March 20 - June 3**



### **No clinics:**

**Friday, April 14  
Saturday, April 15  
Monday, May 29**

In the Kroc Tennis Center Junior Program aligns junior players with their personal goals and commitment level. The program has something for everyone; the beginner, the player wishing to tryout for their high school team, and the player working toward a number one state, sectional or national ranking. Players are placed based on skill level and tennis goals.

Players will experience drills that reinforce muscle memory and sound fundamentals, as well as instruction on stroke technique, foot work and court movement.

Tennis curriculum is categorized into 6 levels:

- 1) Little Kroc
- 2) Fundamentals I
- 3) Fundamentals II
- 4) High School
- 5) Academy I
- 6) Academy II

All participants and parents are encouraged to complete two on-line courses. The two recommended courses can be completed in less than two hours. Register on: [www.tennissmith.com](http://www.tennissmith.com) The name of the complimentary courses are:  
1) The Great Base  
2) How to Practice at Home

**205 Gibbs Street  
Greenville, SC 29601  
864-241-2116**



**FUNDamentals I (Ages 5-8)**  
Emphasis will be on hand-eye coordination, stroke production and technique, and a fundamental introduction to tennis. Students are encouraged to participate in numerous sports to work towards becoming a complete athlete.

Mondays/Wednesdays 3:30-4:30pm  
Tuesdays/Thursdays 3:30-4:30pm  
*Minimum Requirement: 2 days per week*

\$209 / \$247  
\$220 / \$260

\$99 / \$117  
Fridays 3:30-4:30pm

**Little Krocs (Ages 4-5)**

A program designed to introduce our littlest players to the game. The focus is on hand-eye coordination, catching, throwing, and footwork. Short duration drills and cooperative games will be used. Players will begin learning proper technique.

**FUNDamentals II (Ages 9-11)**  
Students will be taught technical and strategical information to progress towards playing singles and doubles. The program is designed for the student who is still playing multiple sports.

Mondays/Wednesdays 3:30-4:30pm  
Tuesdays/Thursdays 3:30-4:30pm  
*Minimum Requirement: 2 days per week*

\$209 / \$247  
\$220 / \$260  
*Minimum Requirement: 2 days per week*

#### FUNDamental Parent Practice Partner

*Would you have a child take piano lessons without having them practice at home?*

There will be a class scheduled on most Fridays during the school year for the parent or an accompanying adult to join in on court, on an optional basis, and learn our practice routines. Parents will be given the tools to help train their child to learn the lifetime sport of tennis. The key is for the parents to learn how to structure an on-going process of practicing tennis daily at home. Parents are encouraged to take a proactive approach to set your child(ren) on a path to success in the game of tennis.

Most Fridays 3:30-4:30pm  
No Charge

No clinics:  
Friday, April 14  
Saturday, April 15  
Monday, May 29

**Saturday Junior Clinics**  
Some players are not able to participate in the Junior Pathway due to time constraints. The Saturday Clinics provide an option for quality tennis instruction for those wanting just one day each week. Players are encouraged to practice with their friends, on their own, and to play Junior Team Tennis matches to supplement their weekly clinics.

Saturday I: Ages 6-12  
Saturdays 11:00-12:00pm  
Saturday II: Ages 13-17  
Saturdays 12:00-1:00pm

\$99 / \$117  
Fridays 3:30-4:30pm

**High School (Ages 13-18)**  
A comprehensive program designed to maximize a player's potential through daily training combining line and feed ball drills, situational tactical training, and match play. A team coaching approach allows players to receive the benefit of all of our highly skilled staff. The program is for players interested in pursuing a state ranking and playing JV and Varsity Tennis.  
*Minimum Requirement: 2 days per week*

Two sessions available:  
March 20 - April 27 (6 weeks)  
May 1 - June 2 (5 weeks)

High School (3/20 - 4/27)  
Mondays/Wednesdays 4:30-6:00pm  
Tuesdays/Thursdays 4:30-6:00pm  
High School (5/1 - 6/2)  
Mondays/Wednesdays 4:30-6:00pm  
Tuesdays/Thursdays 4:30-6:00pm

\$165 / \$198 (6wk)  
\$180 / \$216 (6wk)

\$135 / \$162 (6wk)  
\$150 / \$180 (6wk)

# ADULT TENNIS CLINICS

## Fall 2017

### August 7 - December 23

<u>CLINIC</u>	<u>Days</u>	<u>Times</u>	<u>Member Cost</u>	<u>Non-Member Cost</u>
3.5/4.0	Monday	9:00-10:30	\$18	\$21
All Level Drill Clinic	Tuesday	6:30-7:30pm	\$12	\$14
3.5/4.0	Wednesday	11:00am-12:30pm	\$18	\$21
Cardio Blast	Thursday	1:00-2:00pm	\$12	\$14
All Level Drill Clinic	Thursday	6:30-7:30pm	\$12	\$14
2.5/3.0	Friday	11:00am-12:30pm	\$18	\$21
All Level Drill Clinic	Saturday	10:00-11:00am	\$12	\$14

Z:/Tennis/Adult Kroc Clinics Fall 2017

# **ADULT TENNIS CLINICS**

## **Fall 2017**

### **August 7 - December 23**

<u>CLINIC</u>	<u>Days</u>	<u>Times</u>	<u>Member Cost</u>	<u>Non-Member Cost</u>
3.5/4.0	Monday	9:00-10:30	\$18	\$21
All Level Drill Clinic	Tuesday	6:30-7:30pm	\$12	\$14
3.5/4.0	Wednesday	11:00am-12:30pm	\$18	\$21
Cardio Blast	Thursday	1:00-2:00pm	\$12	\$14
All Level Drill Clinic	Thursday	6:30-7:30pm	\$12	\$14
2.5/3.0	Friday	11:00am-12:30pm	\$18	\$21
All Level Drill Clinic	Saturday	10:00-11:00am	\$12	\$14

- Register or cancel your class by calling the Tennis House: 864-241-2116.
- If less than 3 players sign up for a 90 minute clinic, it will be shortened to 60 minutes.
- No clinics:   
Monday, September 4 (Labor Day)  
Saturday, September 23 (Kroc Junior Tournament)  
Thursday-Saturday, November 23-26 (Thanksgiving Weekend)

Z:/Tennis/Adult Kroc Clinics Fall 2017

**ADULT TENNIS CLINICS**  
**Winter/Spring 2018**  
**January 3 - June 2**

<u>CLINIC</u>	<u>Days</u>	<u>Times</u>	<u>Member Cost</u>	<u>Non-Member Cost</u>
All Level Drill Clinic	Tuesday	6:30-7:30pm	\$12	\$14
3.5/4.0	Wednesday	11:00am-12:30pm	\$18	\$21
Cardio Blast	Thursday	1:00-2:00pm	\$12	\$14
All Level Drill Clinic	Thursday	6:30-7:30pm	\$12	\$14
2.5/3.0	Friday	11:00am-12:30pm	\$18	\$21
All Level Drill Clinic	Saturday	10:00-11:00am	\$12	\$14

- Register or cancel your class by calling the Tennis House: 864-241-2116.
- If less than 3 players sign up for a 90 minute clinic, it will be shortened to 60 minutes.
- No clinics: Monday, January 15 (MLK Day)  
 Monday, May 28 (Memorial Day)

Z:/Tennis/Adult Kroc Clinics Winter/Spring 2018

**ADULT TENNIS CLINICS**  
**Winter/Spring 2018**  
**January 3 - June 2**

<u>CLINIC</u>	<u>Days</u>	<u>Times</u>	<u>Member Cost</u>	<u>Non-Member Cost</u>
All Level Drill Clinic	Tuesday	6:30-7:30pm	\$12	\$14
3.5/4.0	Wednesday	11:00am-12:30pm	\$18	\$21
Cardio Blast	Thursday	1:00-2:00pm	\$12	\$14
All Level Drill Clinic	Thursday	6:30-7:30pm	\$12	\$14
2.5/3.0	Friday	11:00am-12:30pm	\$18	\$21
All Level Drill Clinic	Saturday	10:00-11:00am	\$12	\$14

- Register or cancel your class by calling the Tennis House: 864-241-2116.
- If less than 3 players sign up for a 90 minute clinic, it will be shortened to 60 minutes.
- No clinics: Monday, January 15 (MLK Day)  
 Monday, May 28 (Memorial Day)

Z:/Tennis/Adult Kroc Clinics Winter/Spring 2018

Steve Cook Tennis

**ADULT TENNIS CLINICS**  
**Summer 2017**  
**June 5 - August 5**

<u>CLINIC</u>	<u>Days</u>	<u>Times</u>	<u>Member Cost</u>	<u>Non-Member Cost</u>
3.5/4.0	Monday	9:00-10:30am	\$18	\$21
All Level Drill Clinic	Tuesday & Thursday	6:30-7:30pm	\$12	\$14
3.5/4.0	Wednesday	11:00am-12:30pm	\$18	\$21
Cardio Blast	Friday	9:00-10:00am	\$12	\$14
2.5/3.0	Friday	11:00am-12:30pm	\$18	\$21
2.5	Saturday	9:00am-10:00am	\$12	\$14
3.0	Saturday	10:00am-11:00am	\$12	\$14

- Register or cancel your class by calling the Tennis House: 864-241-2116.
- Class time will be reduced for two or fewer attendees in the 90 minute programs.

Steve Cook Tennis

**ADULT TENNIS CLINICS**  
**Summer 2017**  
**June 5 - August 5**

<u>CLINIC</u>	<u>Days</u>	<u>Times</u>	<u>Member Cost</u>	<u>Non-Member Cost</u>
3.5/4.0	Monday	9:00-10:30am	\$18	\$21
All Level Drill Clinic	Tuesday & Thursday	6:30-7:30pm	\$12	\$14
3.5/4.0	Wednesday	11:00am-12:30pm	\$18	\$21
Cardio Blast	Friday	9:00-10:00am	\$12	\$14
2.5/3.0	Friday	11:00am-12:30pm	\$18	\$21
2.5	Saturday	9:00am-10:00am	\$12	\$14
3.0	Saturday	10:00am-11:00am	\$12	\$14

- Register or cancel your class by calling the Tennis House; 864-241-2116.
- Class time will be reduced for two or fewer attendees in the 90 minute programs.

Steve Cook Tennis

**ADULT TENNIS CLINICS**  
**Winter/Spring 2017**  
**January 2 - June 3**

<u>CLINIC</u>	<u>Days</u>	<u>Times</u>	<u>Member Cost</u>	<u>Non-Member Cost</u>
Cardio Blast	Thursday	1:00-2:00pm	\$12	\$14
All Level Drill Clinic	Tuesday & Thursday	6:30-7:30pm	\$12	\$14
3.5/4.0	Wednesday	11:00am-12:30pm	\$18	\$21
2.5/3.0	Friday	11:00am-12:30pm	\$18	\$21
2.5	Saturday	9:00am-10:00am	\$12	\$14
3.0	Saturday	10:00am-11:00am	\$12	\$14

- Register or cancel your class by calling the Tennis House: 864-241-2116.
- Class time will be reduced for two or fewer attendees in the 90 minute programs.
- No clinics: Mon. January 16 (**MLK Day**), Fri. & Sat. April 14 & 15 (**Easter**), Mon. May 29 (**Memorial Day**)

Steve Cook Tennis

**ADULT TENNIS CLINICS**  
**Winter/Spring 2017**  
**January 2 - June 3**

<u>CLINIC</u>	<u>Days</u>	<u>Times</u>	<u>Member Cost</u>	<u>Non-Member Cost</u>
Cardio Blast	Thursday	1:00-2:00pm	\$12	\$14
All Level Drill Clinic	Tuesday & Thursday	6:30-7:30pm	\$12	\$14
3.5/4.0	Wednesday	11:00am-12:30pm	\$18	\$21
2.5/3.0	Friday	11:00am-12:30pm	\$18	\$21
2.5	Saturday	9:00am-10:00am	\$12	\$14
3.0	Saturday	10:00am-11:00am	\$12	\$14

- Register or cancel your class by calling the Tennis House; 864-241-2116.
- Class time will be reduced for two or fewer attendees in the 90 minute programs.
- No clinics: Mon. January 16 (**MLK Day**), Fri. & Sat. April 14 & 15 (**Easter**), Mon. May 29 (**Memorial Day**)

## **E. Technical Approach and Methodology**

Over the years I have developed a system for teaching tennis based on the successful approach of Coach Steve Smith's Great Base Tennis. The organized stroke production and detailed technique combines to form an outstanding method to learn tennis. Our coaching team will be well versed in Great Base Tennis to ensure we are all teaching the same basic method – from how to hold a racket to the shape of strokes, our pros will be speaking the same language.

Listening carefully to our students/clients will allow our teaching pros to know why students are playing tennis. For some it may be social, or fitness. Others may enjoy the competition or desire to earn a college scholarship. Still more may be looking for the health benefits of tennis. By understanding why folks are choosing tennis, we will be more successful in helping them grow and improve their on-court and mental skills.

Video analysis is offered as part of our tennis training. This process allows a frame by frame analysis of strokes, contact point, footwork and mechanics. Students who learn visually will enjoy the results of our video analysis. We also use a range of fitness equipment including jump ropes, bosu balls, plyo boxes, bungie cords, etc.

Programmable ball machines will be available for rental offering a great workout and improvement of skills.

Steve Cook Tennis has always provided scholarships for youth who are not able to afford clinics, lessons and camps. We have held outreach tennis programs successfully for years at Kroc Tennis Center with over 4,500 student hours each year. Trained volunteers make these programs possible and successful. The children are shown a great time by our generous community. We look forward to working with and growing local outreach efforts including Aces in Motion and the Gainesville tennis association.

I have vast experience in marketing and branding. I currently manage six venues with varied marketing requirements. Social media plays a large role in informing the community, along with Constant Contact newsletters. Flyers will be produced to promote programming. We have been very successful in implementing "Experience Marketing", a concept that all customers value the experience in everything they choose to do. Our staff understands we must do everything we can to ensure the customer has an excellent experience.

## **F. Fees for Tennis Programs and Services**

### **Fees and Operating Hours**

#### **Hours of Operation**

All the City tennis courts are open to Gainesville citizens, visitors and the general public 7 AM to 11 PM, seven days a week, 52 weeks per year. The Joyce Oransky Tennis Center will be the only staffed facility with a court monitor. Courts may be scheduled in advance by staff for maintenance, tournaments, team matches and special events, lessons. Prior notice will be posted onsite 72 hours in advance.

#### **Court Assignments**

Courts are assigned on a first-come, first-serve basis. In order to register, all players must sign-in with Court Monitor at the tennis office immediately upon arrival. Fees are paid and courts assigned before play begins. Court fees are mandatory at Westside Park only.

#### **L e s s o n   F e e s**

	<b>1/2 Hour</b>	<b>One Hour</b>
Assistant Professionals	\$28.00	\$56.00
Head Professional	\$35.00	\$70.00
Group Clinics		\$15
League Clinics		\$65

#### **R a c q u e t   S t r i n g i n g / B a l l   M a c h i n e**

Basic racquet stringing	\$22.00
Re-gripping	\$7.00
Over gripping	\$3.50
Ball Machine Rental	\$8.00 per. 1/2 hr. - \$12.00 per. 1 hr.

#### **C o u r t   F e e s**

	<b>Tennis</b>	<b>Racquetball</b>
Per Player Fees	\$5.00	2.00

## **G. Fees/Revenue Payable to the City of Gainesville**

Upon contracting, Steve Cook will relocate to Gainesville, Florida, incurring significant relocation and moving expenses. Relocating expenses including costs related to selling a home, moving, purchasing a home may well exceed \$15,000. Additional expenses to begin operations in Gainesville include a point of sale kiosk (\$2,000), programmable ball machine (\$6,000), teaching carts (\$1200), stringing machine (\$3,500). The contractor will inherit a program which has declined significantly over the past year. New equipment and fixtures will be required to revamp the teaching program and pro shop. Additionally, an investment in tennis shop inventory in the range of \$10,000 will be required.

Given the significant start-up costs for an experienced industry expert to begin managing the facility, I propose the first 12 months to be a fee of one dollar (\$1.00) per month due to the City of Gainesville at time of contract.

In months 13-36, a fee of eight hundred fifty dollars (\$850) per month will be paid to the City. The fee will increase for months 37-60 to one thousand hundred dollars (\$1000) per month. I am receptive to negotiations regarding fees.

There is increased competition in the Gainesville tennis market. Competition is healthy, and the City along with the contractor, must do everything possible to grow the game of tennis. The economic impact of a successful league program and tournaments could be millions of dollars a year for a city.

**PROPOSAL RESPONSE FORM – SIGNATURE PAGE**  
 (submit this form with your proposal)

TO: City of Gainesville, Florida  
 200 East University Avenue  
 Gainesville, Florida 32601

PROJECT: City of Gainesville Professional Tennis Contractor

RFQ#: RECX-180044-DM

RFQ DUE DATE: March 14, 2018

Proposer's Legal Name: Steven C. Cook  
 Proposer's Alias/DBA: Steve Cook Tennis  
 Proposer's Address: 210 Ridenour Ave.  
Aiken, SC 29617

PROPOSER'S REPRESENTATIVE (to be contacted for additional information on this proposal)

Name: Steve Cook Telephone Number 864-905-4841  
 Date: 3-13-2018 Fax Number \_\_\_\_\_

Email address stevecooktennis@gmail.com

**ADDENDA**

The Proposer hereby acknowledges receipt of Addenda No.'s 1, 2, \_\_\_\_\_, to these Specifications.

**TAXES**

The Proposer agrees that any applicable Federal, State and Local sales and use taxes, which are to be paid by City of Gainesville, are included in the stated bid prices. Since often the City of Gainesville is exempt from taxes for equipment, materials and services, it is the responsibility of the Contractor to determine whether sales taxes are applicable. The Contractor is liable for any applicable taxes which are not included in the stated bid prices.

**LOCAL PREFERENCE (check one)**

Local Preference requested:  YES  NO

A copy of your Business tax receipt and Zoning Compliance Permit should be submitted with your bid if a local preference is requested.

**QUALIFIED LOCAL SMALL AND/OR DISABLED VETERAN BUSINESS STATUS (check one)**

Is your business qualified as a Local Small Business in accordance with the City of Gainesville Small Business Procurement Program?  
 (Refer to Definitions)  YES  NO

Is your business qualified as a Local Service-Disabled Veteran Business in accordance with the City of Gainesville Small and Service-Disabled Veteran Business Procurement Program? (Refer to Definitions)  YES  NO

**LIVING WAGE COMPLIANCE**

See Living Wage Decision Tree (Exhibit C hereto)

**Check One:**

Living Wage Ordinance does not apply  
(check all that apply)

Not a covered service  
 Contract does not exceed \$100,000  
 Not a for-profit individual, business entity, corporation, partnership, limited liability company, joint venture, or similar business, who or which employees 50 or more persons, but not including employees of any subsidiaries, affiliates or parent businesses.  
 Located within the City of Gainesville enterprise zone.

Living Wage Ordinance applies and the completed Certification of Compliance with Living Wage is included with this bid.

NOTE: If Contractor has stated Living Wage Ordinance does not apply and it is later determined Living Wage Ordinance does apply, Contractor will be required to comply with the provision of the City of Gainesville's living wage requirements, as applicable, without any adjustment to the bid price.

SIGNATURE ACKNOWLEDGES THAT: (check one)

Proposal is in full compliance with the Specifications.  
 Proposal is in full compliance with specifications except as specifically stated and attached hereto.

Signature also acknowledges that Proposer has read the current City of Gainesville Debarment/Suspension/Termination Procedures and agrees that the provisions thereof shall apply to this RFQ.

ATTEST:

Signature  
By: \_\_\_\_\_

Title: \_\_\_\_\_

(CORPORATE SEAL)

PROPOSER:

*Steven C. Cook* 3-13-18  
 Signature \_\_\_\_\_  
 By: *Steven C. Cook* \_\_\_\_\_  
 Title: *Owner* \_\_\_\_\_

## DRUG FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087 hereby certifies that

Steve Cook aka Steve Cook Tennis does:  
(Name of Business)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty of nolo contendere to, any violation of Chapter 893, Florida Statutes, or of any controlled substance law of the United State or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements,

Steve C. Cook

Bidder's Signature

3-6-2018

Date

**IMPORTANT!****Attachment #1**  
**Reference Form****IMPORTANT!****RFQ City of Gainesville Professional Tennis Contractor**

THIS FORM MUST BE COMPLETED AND RETURNED WITH BID PROPOSAL. *BID WILL NOT BE CONSIDERED FOR EVALUATION AND POSSIBLE AWARD WITHOUT COMPLETED FORM.*

**BIDDER:**Steve Cook d/b/a: Steve Cook Tennis

Number of years your company has been managing tennis programs and facilities: 22 years  
List four (4) references of similar work.

- 1) Job Location: Greenville, SC Dates: 2011 - Present  
Business Name: Kroc Tennis Center Telephone Number: 864.907-8469  
Contact Name: Anibal Braga Email: anibal.braga@uss.salvationarmy.org
  
- 2) Job Location: Sumter, SC Dates: 2007 - 2011  
Business Name: Total Tennis Training Telephone Number: 803-774-3969  
Contact Name: Sam Kiser Email: skiser@sumtersc.gov
  
- 3) Job Location: Greenville, SC Dates: 2002 - 2007  
Business Name: Greenville High School Telephone Number: 864-303-1791  
Contact Name: Rick Ingram Email: ringram@homesofhope.org
  
- 4) Job Location: Sumter, SC/Brevard NC Dates: 2007 - 2011  
Business Name: Total Tennis Training Telephone Number: 843-953-4845  
Contact Name: Coach Chuck Kriese Email: ckriese@citadel.edu



## ADDENDUM NO. 1

Date: March 5, 2018

Bid Date: March 14, 2018  
at 3:00 P.M. (Local Time)

Bid Name City of Gainesville Professional Tennis Contractor

Bid No.: RECX-180044-DM

NOTE: This Addendum has been issued only to the holders of record of the specifications and to the attendees of the non-mandatory pre-bid conference held on March 1, 2018.

The original Specifications remain in full force and effect except as revised by the following changes which shall take precedence over anything to the contrary:

1. Any questions shall be submitted in writing to the City of Gainesville Purchasing Division by 3:00 p.m.(local time), March 7, 2018. Questions may be submitted as follows:

Email: [mcphalldt@cityofgainesville.org](mailto:mcphalldt@cityofgainesville.org)  
or  
Faxed (352) 334-3163  
Attention: Darius McPhall

2. Please find attached:

a) Copy of the blackout period information (Financial Procedures Manual Section 41-423 Prohibition of lobbying in procurement matters) distributed during mandatory pre-bid meeting.

3. Darius McPhall, Purchasing Division, discussed bid requirements.

- a. Sign-in Sheet is circulating.
  - i. Submitted bid to match business name as signed in at pre-bid.
- b. Bids are to be received by the Purchasing office no later than 3:00 p.m. on March 14, 2018. Any bids received after 3:00 p.m. on that date will not be accepted.
- c. Send questions in writing to Darius McPhall via email or fax.
  - i. All communication through Darius McPhall or purchasing staff only. Do not communicate with other City staff.
- d. Discussed bid due date, time and delivery location.
  - i. Deliver (or have delivered) to Purchasing by 3:00 p.m. on March 14, 2018.
- e. Various forms (i.e. Sign, date and return all Addenda) are to be completed and returned with your bid.

The following are answers/clarifications to questions received at the mandatory pre-bid conference:

4. Question: What is the project timeline after March 14, 2018?

Answer: Please see revised project schedule below

RFP available for distribution	February 15, 2018
Non-Mandatory Pre-Proposal Conference	March 1, 2018
Deadline for receipt of questions	March 7, 2018 (3:00 p.m. local time)
Deadline for receipt of proposals	March 14, 2018 (3:00 p.m. local time)
Evaluation/Selection process	<del>Week of March 19, 2018</del> Week of April 16, 2018
Oral presentations, if conducted	<del>Week of April 2, 2018</del> Week of April 30, 2018
Projected award date	June 7, 2018
Projected contract start date	July 7, 2018

5. Question: What are the different maintenance components that will be the responsibility of the contractor and those of the city?

Answer: Please refer to the bid document page 4 (Z) Maintenance: 1-2

6. Question: Can we submit our bid packet electronically?

Answer: No, but we do require that you submit an electronic version of your proposal with your hard copy of the bid.

**ACKNOWLEDGMENT:** Each Proposer shall acknowledge receipt of this Addendum No. 1 by his or her signature below, **and a copy of this Addendum to be returned with proposal.**

**CERTIFICATION BY PROPOSER**

The undersigned acknowledges receipt of this Addendum No. 1 and the Proposal submitted is in accordance with information, instructions, and stipulations set forth herein.

PROPOSER:

Steven C. Cook

Steven C. Cook

BY:

Steven C. Cook

DATE:

3-13-2018

**CITY OF  
GAINESVILLE**

**FINANCIAL SERVICES**  
**PROCEDURES MANUAL**

**41-423**

**Prohibition of lobbying in procurement matters**

Except as expressly set forth in Resolution 060732, Section 10, during the black out period as defined herein no person may lobby, on behalf of a competing party in a particular procurement process, City Officials or employees except the purchasing division, the purchasing designated staff contact. Violation of this provision shall result in disqualification of the party on whose behalf the lobbying occurred.

Black out period means the period between the issue date which allows for immediate submittals to the City of Gainesville Purchasing Department for an invitation for bid or the request for proposal, or qualifications, or information, or the invitation to negotiate, as applicable, and the time the City Officials and Employee awards the contract.

Lobbying means when any natural person for compensation, seeks to influence the governmental decision making, to encourage the passage, defeat, or modification of any proposal, recommendation or decision by City Officials and Employees, except as authorized by procurement documents.



## ADDENDUM NO. 2

Date: March 9, 2018

Bid Date: March 14, 2018  
at 3:00 P.M. (Local Time)

Bid Name City of Gainesville Professional Tennis Contractor

Bid No.: RECX-180044-DM

NOTE: This Addendum has been issued only to the holders of record of the specifications and to the attendees of the non-mandatory pre-bid conference held on March 1, 2018.

The original Specifications remain in full force and effect except as revised by the following changes which shall take precedence over anything to the contrary:

Question submittal period has pasted no more questions will be answered:

Please find attached:

- a) Copy of the blackout period information (Financial Procedures Manual Section 41-423 Prohibition of lobbying in procurement matters)) distributed during mandatory pre-bid meeting.
- b) Attachments A- E

The following are answers/clarifications to questions received after addendum #1 was issued:

3. Question: 2017 and 2016 revenues and expenses generated at Westside Park tennis facility.  
Answer: The 2016 and 2017 Financial Reports from the current contractor are attached.
4. Question: Categories of expenses Contractor will be responsible for, if any, at the tennis facilities other than Westside Park. The Contractor will be responsible for any expenses related to programs they offer (if any) at tennis facilities other than Westside Park.  
Answer: The Contractor will also be responsible for any minor maintenance above and beyond the level of service currently provided by the City at these facilities, if the Contractor chooses to maintain a higher maintenance standard
5. Question: Number of annual passes in 2016 and 2017.  
Answer: The City does not require this information from the current Contractor.
6. Question: Current rate for an annual pass, court rental, group lesson, clinic, private lessons, league and summer camp.  
Answer: Please see attachment E for list of fees.
7. Question: Copy of prior facility contractor's 2017 quarterly trial balances.

Answer: The City does not collect this information from the current Contractor.

8. Question: Copy of prior facility contractor's 2017 monthly participation report.

Answer: Participation numbers are included in the Financial Reports, which are attached (See attachments A,B,C, and D).

9. Question: Definition of "Minor maintenance" as a dollar amount.

Answer: No dollar amounts currently assigned.

10. Question: Difference, if any, between the terms "Consultant", "Contractor" and "submitter firm".

Answer: None

11. Question: Total fees paid to the City in 2017 by the facility contractor.

Answer: 2016: \$20,000. 2017: \$10,741.66 (Tennis pro's contract expired in 2017, agreed to stay on a month-to-month basis at reduced fees to City until new contract was put in place)

12. Question: Is any item at the Westside Park tennis facility in need of repair or replacement?

Answer: Currently working on a total re-lamp project for the tennis court lights. Nets, windscreens and roll-dries replaced as needed.

13. Question: Last date courts were resurfaced and next date courts budgeted for resurfacing.

Answer: In 2014, Coffrin and McPherson tennis courts were resurfaced. Courts are resurfaced on a 5-7 year schedule based on available funding. No current plans to resurface any courts in FY2018 or FY2019 budgets.

14. Question: Is the timing, format and content of financial reporting to the City negotiable?

Answer: NO.

15. Question: List of any organized tennis programming in 2017 at the 1, 2 and 4 court facilities.

Answer: Local middle and high schools use city courts free of charge for their school tennis teams. GACTA/Aces in Motion uses McPherson tennis courts for after-school programming. Gainesville Sports Commission uses Northside Tennis Courts in late September each year for pickleball tournament.

16. Question: What is the square footage of the tennis pro shop?.

Answer: 1000 sf total: Pro shop 26.5x20.5; Office 17.5x14; Bathrooms 9x8.5; Storage 13.5x10.5.

17. Question: Will contractor have access in the summer to a meeting room for children during inclement weather?

Answer: No formalized agreements with City currently in place for access to indoor facility. Current contractor in the past has negotiated use of a school portable building during the summer for use during inclement weather.

18. Question: Do all of the tennis facilities (6) have restrooms facilities?

Answer: Five of the six facilities have restrooms. Currently, NE 31<sup>st</sup> Avenue Park does not have restroom facilities. In addition, the two tennis courts at NE 31<sup>st</sup> Avenue Park are currently not useable in their current condition; however, should funding be made available in the future to resurface, those courts would fall under management control of the Tennis Contractor.

19. Question: Do all of the tennis facilities (6) have court lighting?

Answer: Five of the six facilities have lighting. Currently, NE 31<sup>st</sup> Avenue Park does not have tennis lighting.

20. Question: What maintenance responsibilities will the City have to the 1, 2 and 4 courts sites?

Answer: Same responsibilities as with Westside Park

21. Question: What maintenance responsibilities will the Contractor have, if any, to the 1, 2 and 4 courts sites?

Answer: Same responsibilities as with Westside Park

22. Question: Is the City Open to allowing the Contractor making capital improvements by by converting the concrete pad of the hitting wall or the racquet call court to youth '36 courts?

Answer: The City is open to receiving proposals for improvements to Westside Park; however, there is no guarantee that those proposals would be accepted or approved.

23. Question: What is the City's expectation, if any, regarding the role of GACTA and Aces in Motion at its current McPherson site?

Answer: The City's expectation is that it would continue to honor its existing agreement with GACTA/Aces in Motion for use of the McPherson tennis courts for their after-school tennis program.

ACKNOWLEDGMENT: Each Proposer shall acknowledge receipt of this Addendum No. 2 by his or her signature below, and a copy of this Addendum to be returned with proposal.

CERTIFICATION BY PROPOSER

The undersigned acknowledges receipt of this Addendum No. 2 and the Proposal submitted is in accordance with information, instructions, and stipulations set forth herein.

PROPOSER:

Steven C. Cook

BY:

Steven C. Cook

DATE:

3-13-2018

**CITY OF  
GAINESVILLE**

**FINANCIAL SERVICES**  
**PROCEDURES MANUAL**

**41-423**

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Lobbying means when any natural person for compensation, seeks to influence the governmental decision making, to encourage the passage, defeat, or modification of any proposal, recommendation or decision by City Officials and Employees, except as authorized by procurement documents.

2016 Tennis Revenue Report  
January -March 2016

FYI

Jeff

<u>Income</u>	January	February	March	Totals	
Drinks & Snacks	\$ 28.00	\$ 34.00	\$ 41.00	\$ 103.00	
Lessons	\$ 14,123.00	\$ 14,950.00	\$ 15,025.00	\$ 44,098.00	
Court Fees	\$ 465.00	\$ 565.00	\$ 636.00	\$ 1,666.00	
Tournaments		\$ 880.00		\$ 880.00	
Ball Machine Rentals	\$ 34.00	\$ 36.00	\$ 48.00	\$ 118.00	
Racket Stringing	\$ 195.00	\$ 220.00	\$ 165.00	\$ 580.00	
Ball Sales	\$ 32.50	\$ 66.00	\$ 30.00	\$ 128.50	
Accessories	\$ 78.00	\$ 87.00	\$ 44.00	\$ 209.00	
				\$ -	
Gross Income	\$ 14,955.50	\$ 16,838.00	\$ 15,989.00	\$ 47,782.50	
Participants-Walk-on players	232.5	282.5	\$ 318.00	833.00	

Expenses

Phone	\$ 132.93	\$ 133.42	\$ 133.30	\$ 399.65	
office	\$ 20.34	\$ 38.00	\$ 23.33	\$ 81.67	
Equipment & Supplies	\$ 524.00	\$ 565.00	\$ 616.00	\$ 1,705.00	
Payroll-Court Monitors	\$ 1,011.39	\$ 1,590.94	\$ 1,413.07	\$ 4,015.40	
Assistant Pros	\$ 6,777.50	\$ 9,390.00	\$ 9,464.10	\$ 25,631.60	
Rent to City	\$ 1,666.66	\$ 1,666.66	\$ 1,666.66	\$ 4,999.98	
Refunds			\$ 235.00		
Sales Tax-July - Dec. 2015	\$ 388.38			\$ 388.38	
Insurance-Disability	\$ 45.25	\$ 45.25	\$ 45.65	\$ 136.15	
Workers Comp. Insurance	\$ 145.80	\$ 168.70			
Tax 941- 4th Qtr. 2015	\$ 541.31			\$ 541.31	
Tax 940					
UT-4th Qtr.-2015	\$ 36.09			\$ 36.09	
Travel					
Misc. Program Fees(awards)		\$ 120.00	\$ 239.91	\$ 359.91	
Advertising				\$ -	
<b>Total</b>	<b>\$ 11,289.65</b>	<b>\$ 13,717.97</b>	<b>\$ 13,837.02</b>	<b>\$ 38,844.64</b>	

Net Profit

\$ 3,665.85 \$ 3,120.03 \$ 2,151.98 \$ 8,937.86

		63-215/631	3210
MIKE ORANSKY 2863 SW 92ND TER GAINESVILLE, FL 32608		DATE 4/20/16	
PAY TO THE ORDER OF	City of Gainesville	\$ 1,666.66	
One-thousand-Six-hundred-Sixty-Six and <sup>66</sup> / <sub>100</sub> DOLLARS		1 <input checked="" type="checkbox"/> Security Features Included Details on Back	
TENNIS ACCOUNT			
 <b>SUNTRUST</b> ACH RT 061000104 MEMO Tennis Rent March 0631021521005300730240810 3210		 39	

## 2016 Tennis Revenue Report

April-June 2016

<u>Income</u>	April	May	June	2nd Qtr.Total
Drinks & Snacks	\$ 88.00	\$ 76.00	\$ 97.00	\$ 261.00
Lessons	\$ 15,644.00	\$ 14,999.00	\$ 15,776.00	\$ 46,419.00
Court Fees	\$ 689.00	\$ 669.00	\$ 687.00	\$ 2,045.00
Tournaments	\$ 1,280.00			\$ 1,280.00
Ball Machine Rentals	\$ 36.00		\$ 24.00	\$ 60.00
Racket Stringing	\$ 145.00	\$ 177.00	\$ 212.00	\$ 534.00
Ball Sales	\$ 54.00	\$ 33.00	\$ 36.00	\$ 123.00
Accessories	\$ 85.00	\$ 78.00	\$ 87.00	\$ 250.00
				\$ -
Gross Income	\$ 18,021.00	\$ 16,032.00	\$ 16,919.00	\$ 50,972.00
Participants-Walk-on players	344.5	334	\$ 343.00	\$ 1,021.50
				2nd Qtr.Total
<u>Expenses</u>				
Phone	\$ 133.30	\$ 133.22	\$ 134.49	\$ 401.01
office	\$ 35.00	\$ 112.00	\$ 185.00	\$ 332.00
Equipment & Supplies	\$ 390.00	\$ 560.00	\$ 724.00	\$ 1,674.00
Payroll-Court Monitors	\$ 1,171.87	\$ 1,439.33	\$ 1,297.27	\$ 3,908.47
Assistant Pros	\$ 9,783.00	\$ 8,660.00	\$ 8,960.00	\$ 27,403.00
Rent to City	\$ 1,666.66	\$ 1,666.66	\$ 1,666.66	\$ 4,999.98
Refunds				
Sales Tax-July - Dec. 2010				
Insurance	\$ 87.30			\$ 87.30
Workers Comp. Insurance	\$ 145.80	\$ 145.00	\$ 145.00	\$ 435.80
Tax 941- 1st Qtr.	\$ 671.73			
Tax 940				
UCT6-1st Qtr.	\$ 44.78			
Travel				
Misc. Program Fees(awards)	\$ 155.00	\$ 145.00	\$ 97.00	
Advertising	\$ -			\$ -
<b>Total</b>	<b>\$ 14,284.44</b>	<b>\$ 12,861.21</b>	<b>\$ 13,209.42</b>	<b>\$ 40,355.07</b>
<b>Net Profit</b>	<b>\$ 3,736.56</b>	<b>\$ 3,170.79</b>	<b>\$ 3,709.58</b>	<b>\$ 10,616.93</b>

3341

63-215/631

DATE 7/20/16

MIKE ORANSKY  
2863 SW 92ND TER  
GAINESVILLE, FL 32608

PAY TO THE ORDER OF City of Gainesville \$ 1666 66

one-thousand-Six-hundred-Sixty-Six and 66/100 DOLLARS #

TENNIS ACCOUNT

SUNTRUST ACH RT 061000104  
MEMO Tennis Rent June Mike Oransky NP

41063102152100530073024081# 3341

2016 Tennis Revenue Report

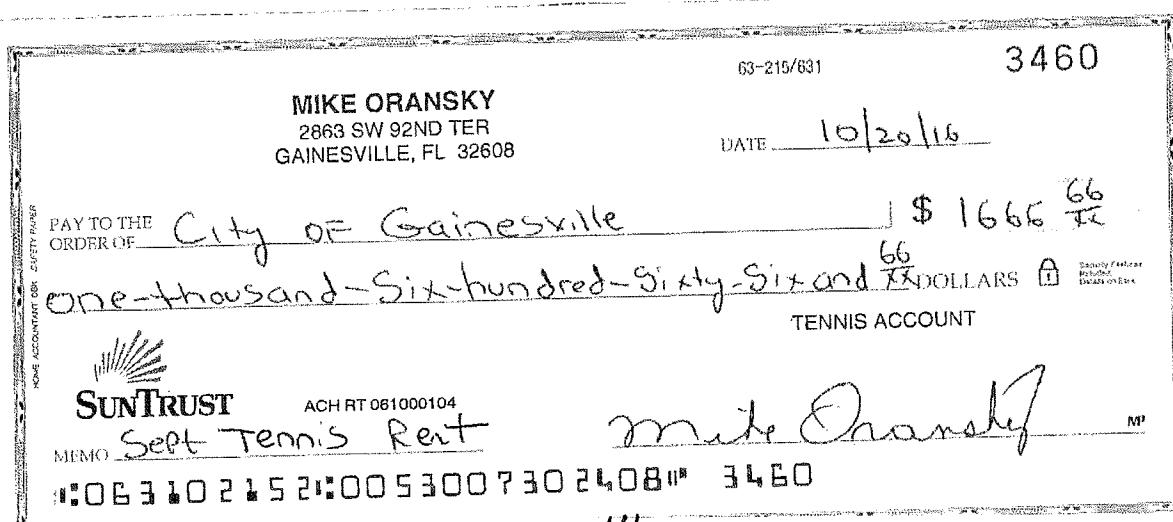
July thru Sept 2016

<u>Income</u>	July	August	September	3rd Qtr.Total
Drinks & Snacks	\$ 92.00	\$ 76.00	\$ 87.00	\$ 255.00
Lessons	\$ 15,775.00	\$ 14,450.00	\$ 14,776.00	\$ 45,001.00
Court Fees	\$ 636.00	\$ 578.00	\$ 612.00	\$ 1,826.00
Tournaments	\$ -	\$ -	\$ -	\$ -
Ball Machine Rentals	\$ 36.00	\$ 42.00	\$ 36.00	\$ 114.00
Racket Stringing	\$ 197.00	\$ 112.00	\$ 97.00	\$ 406.00
Ball Sales	\$ 38.00	\$ 15.00	\$ 21.00	\$ 74.00
Accessories	\$ 48.00	\$ 66.00	\$ 23.00	\$ 137.00
				\$ -
Gross Income	\$ 16,822.00	\$ 15,339.00	\$ 15,652.00	\$ 47,813.00
Participants-Walk-on players	318	289	\$ 306.00	\$ 913.00

3rd Otr.Total

### Expenses

Phone	\$ 134.49	\$ 134.49	\$ 134.49	\$ 403.47
office	\$ 43.00			\$ 43.00
Equipment & Supplies	\$ 410.00	\$ 685.00	\$ 203.52	\$ 1,298.52
Payroll-Court Monitors	\$ 1,150.89	\$ 1,384.64	\$ 1,133.01	\$ 3,668.54
Assistant Pros	\$ 8,765.00	\$ 9,324.00	\$ 9,434.00	\$ 27,523.00
Rent to City	\$ 1,666.66	\$ 1,666.66	\$ 1,666.66	\$ 4,999.98
Refunds				
Sales Tax-July - Dec. 2010	\$ 346.77			
Insurance	\$ 191.45		\$ 45.65	\$ 237.10
Workers Comp. Insurance	\$ -			\$ -
Tax 941- 1st Qtr.	\$ -			
Tax 940				
UCT6-1st Qtr.	\$ -			
Travel				
Misc. Program Fees(awards)	\$ 165.00	\$ -	\$ -	
Advertising	\$ 90.00			\$ 90.00
<b>Total</b>	<b>\$ 12,963.26</b>	<b>\$ 13,194.79</b>	<b>\$ 12,617.33</b>	<b>\$ 38,775.38</b>
<b>Net Profit</b>	<b>\$ 2,858.74</b>	<b>\$ 2,144.21</b>	<b>\$ 2,031.67</b>	<b>\$ 9,037.62</b>



2016 Tennis Revenue Report  
October, November, December 2016

<u>Income</u>	October	November	December	3rd Qtr. Total
Drinks & Snacks	\$ 79.00	\$ 84.00	\$ 68.00	\$ 231.00
Lessons	\$ 14,925.00	\$ 15,957.00	\$ 14,345.00	\$ 45,227.00
Court Fees	\$ 605.00	\$ 655.00	\$ 549.00	\$ 1,809.00
Tournaments	\$ 2,448.00			\$ 2,448.00
Ball Machine Rentals	\$ 12.00	\$ 48.00	\$ 48.00	\$ 108.00
Racket Stringing	\$ 206.00	\$ 166.00	\$ 147.00	\$ 519.00
Ball Sales	\$ 33.00	\$ 45.00	\$ 45.00	\$ 123.00
Accessories	\$ 54.00	\$ 63.00	\$ 28.00	\$ 145.00
	\$ -			\$ -
Gross Income	\$ 18,362.00	\$ 17,018.00	\$ 15,230.00	\$ 50,610.00
Participants-Walk-on players	302.5	327.5	\$ 274.50	\$ 904.50
<b>3rd Qtr. Total</b>				
<u>Expenses</u>				
Phone	\$ 134.49	\$ 134.34	\$ 134.37	\$ 403.20
office	\$ 186.00	\$ 366.20		\$ 552.20
Equipment & Supplies	\$ 712.00	\$ 442.00		\$ 1,154.00
Payroll-Court Monitors	\$ 1,343.80	\$ 1,862.52	\$ 1,467.48	\$ 4,673.80
Assistant Pros	\$ 8,991.50	\$ 9,612.80	\$ 8,389.45	\$ 26,993.75
Rent to City	\$ 1,666.66	\$ 1,666.66	\$ 1,666.66	\$ 4,999.98
Refunds				
Sales Tax-July - Dec. 2010				
Insurance-Disability+Liability	\$ 145.00	\$ 168.70		\$ 313.70
Workers Comp. Insurance				\$ -
Tax 941- 3rd Qtr.	\$ 627.10			
UC Fund -3rd Qtr.	\$ 41.81			
Travel				
Misc. Program Fees(USPTA DUES)	\$ 425.00		\$ 295.00	
Awards	\$ 250.00		\$ 196.00	\$ 446.00
Total	\$ 14,523.36	\$ 14,253.22	\$ 12,148.96	\$ 40,925.54
<b>Net Profit</b>	\$ 3,838.64	\$ 2,764.78	\$ 3,081.04	\$ 9,684.46

## Mike Oransky Tennis at Westside Park

352-376-8250

[www.motennis.com](http://www.motennis.com)

All tennis programs are under the guidance and direction of Mike Oransky. Mike has been running tennis programs and lessons for the City of Gainesville for the past 31 years. Thousands of recreational players and many of Gainesville's best players have learned the game of tennis through Mike Oransky's instructional programs.

Come join us for some great tennis!



### Tennis Staff

Director: Mike Oransky, USPTA

Head Pro:

Senior Assistant Pros:

Bobby Beland, Skip Deist, Craig Oransky

Assistant Pros: Chris Baxter, Jim Brille

Pro Shop: Karen Oransky

Attendants: Roy Davis, Jackie Sirmopoulos,

Walk-On Court Fees: \$2 / person

**Services**

- Tennis Lessons
- Walk-On Court Use \$2 per person
- Tennis Pro Shop
- Equipment, Refreshments, Therapy Items
- Racquet Stringing
- Ball Machine Rentals \$12 / hr.
- Stroke Analysis
- Game Matching

### Tennis Programs

#### all ages and levels

##### Instructional

Adult & Junior Private & Group Lessons

10 & Under and Pee Wee Tennis

USTA Senior Tennis

Cardio Tennis

##### Competition

Jr Team Tennis including 10 & Under

USTA Tournaments & Leagues

Morning Ladies Leagues & Night Leagues

Computerized Jr & Adult Challenge Ladder

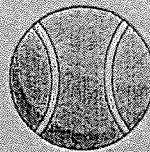
## Tennis Lessons

### Private or Semi-Private

Director: \$55 / hr. or \$28 per 1/2 hr.

Pros: \$50 / hr. or \$25 per 1/2 hr.

Call for available times



### Junior & Adult Group

\$15 / hr. or \$90 / 6 lessons

We strive for a student/instructor ratio of 4-5:1. Kids clinics ages 6 to 16 are grouped according to age and ability levels. Adults are grouped by ability levels.

- 10 & Under Tennis (ages 6 to 10) - Sat 8:30
- Pee Wee (ages 4 and 5) - Mon/Fri 2:30 Sat 9:30
- Jr. Beginner (ages 10-16) - Tues 2:30 Sat 8:30
- Jr. Intermediate (age 10-16) - Tues 3:45 Wed 3:45
- Rally Ball (ages 10-16) - Fri 4:00
- Jr. Player Development (\$20) - Mon/Wed 5-6:30
- High School Excellence (\$20) - Tue/Thurs 5-6:30
- Adult Beginner - Tues 6:30 & 7:30 Thurs 7:30, Sat 8:30 am
- Adult Intermediate - Mon/Wed 6:30 Tu/Th 7:30 Sat 9:45 am
- Adult Advanced - Tues 7:30 Sat 9:45 am
- Adult Walk-In Clinic (\$20) - Sat 8-11 am

# Application Form

Name \_\_\_\_\_

Address \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Age \_\_\_\_\_ Ability Level \_\_\_\_\_ Sex \_\_\_\_\_

E-mail \_\_\_\_\_

Parents Names (if child) \_\_\_\_\_

What are your preferred days/times to  
participate in our lesson programs: \_\_\_\_\_

Fee enclosed for lessons \$ \_\_\_\_\_

## 6 Month Pass Program

- Walk-on playing privileges
- 10% off racquet stringing

Jr. Pass	\$60.00 + tax
Single Adult	\$95.00 +tax
Couple	\$115.00 +tax
Family	\$140.00 +tax

NAME(S) on pass program: \_\_\_\_\_

ATTACHMENT  
Fee enclosed for 6 mo. Tennis Pass \$ \_\_\_\_\_

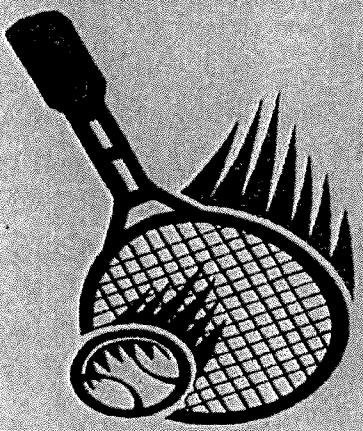
Make Checks Payable To:

Mike Oransky Tennis

Mike Oransky Tennis  
2863 SW 92nd Ter.  
Gainesville, FL 32608

# City of Gainesville Tennis

Quality Lessons and  
Programs For all Ages  
and Ability Levels



**376-8250**

Westside Park

1001 NW 34th St

Gainesville, FL 32605

[www.motennis.com](http://www.motennis.com)

**GAINESVILLE**  
CITY OF  
every path starts with passion  
FLORIDA

# The University of West Florida

Upon recommendation of the faculty  
and by authority of the Florida Board of Regents  
hereby confers upon

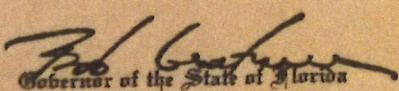
Steven C. Cook

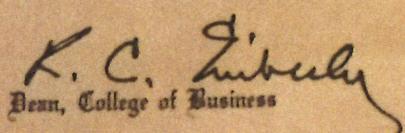
the degree of

Bachelor of Science

Marketing

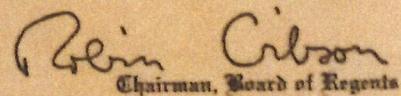
together with all the honors, rights, privileges, and responsibilities  
appertaining thereto. In Testimony whereof the undersigned have  
subscribed their names and affixed the seal of the University this  
fourth day of May in the year Nineteen Hundred and Eighty-five.

  
Bob Graham  
Governor of the State of Florida

  
K. C. Gibbons  
Dean, College of Business



  
James H. Robinson  
President of the University

  
Rein Gibson  
Chairman, Board of Regents

# United States Professional Tennis Association

Hereby certifies that

**Steve Cook**

has successfully completed all requirements, including an extensive examination of teaching, playing and business skills, necessary for the rating of

**Elite Professional**



*John R. Emree*  
Chief Executive Officer

Membership No. 3926  
Valid through Dec. 31, 2018



March 6, 2018

Mr. Steve Cook  
210 Ridenour Ave  
Greenville, SC 29617-7927

Dear Steve,

This letter will confirm that, as a certified member of the United States Professional Tennis Association (USPTA), you have liability insurance as outlined below. This USPTA liability policy covers applicants who are being processed, and certified and certain honorary members in the United States, its territories or Canada, and nonmembers who are insured through a certified member's policy.

**THE USPTA LIABILITY POLICY INCLUDES** \$6 million liability insurance, *while on court*, for bodily injury to others, and for damage to property not in the tennis professional's care, custody or control. It *does not cover* injury to the tennis professional, or damage to his/her property. The accident must have taken place on court, and arisen from the tennis professional's playing, practicing, teaching or officiating in tennis, pickleball, and platform tennis.

<b>Policy Number:</b>	PHPK1745141
<b>Effective Period:</b>	12/31/2017 - 12/31/2018
<b>For questions or to report an accident, contact:</b>	USPTA World Headquarters 10524 Moss Park Rd. Ste. 204-731 Orlando, FL 33832 Telephone: 800-877-8248

If we may be of further assistance, please do not hesitate to contact us.

Sincerely,

UNITED STATES PROFESSIONAL TENNIS ASSOCIATION, INC.

  
Sarah Fisher

Membership Department

This coverage is null and void if the member is not a citizen of or does not legally reside and work in the United States, its territories or Canada.

# United States Professional Tennis Association

Hereby awards this certificate to

**Steve Cook**

for

**22 Years of Service  
2018**

*Gregg A. Trush*  
President USPTA



*John R. Endree*

Chief Executive Officer

# **HEY, STEVE !**

We love feedback and value your suggestions!  
Please let us know how we may better “serve” you at  
the Joyce Oransky Tennis Center!

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Name: \_\_\_\_\_ Phone: \_\_\_\_\_

# **HEY, STEVE !**

We love feedback and value your suggestions!  
Please let us know how we may better “serve” you at  
the Joyce Oransky Tennis Center!

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Name: \_\_\_\_\_ Phone: \_\_\_\_\_

## Joyce Oransky Tennis Center Tennis Instructor Evaluation Form

We value your feedback! Please take a moment to complete this form so we may ensure we are meeting your needs. Thank you for completing this form, and thanks for choosing the Joyce Oransky Tennis Center as your tennis home.

Instructor prepared for each class?

### Comments:

Instructor on time for each class?

### Comments:

Describe instructor's tennis knowledge:

Class content appropriate? (drills, topics, match play)

### Comments:

Would you take another clinic/lesson from this instructor?

Name: \_\_\_\_\_

Phone:

Email:

# Mike Oransky

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March 7<sup>th</sup> 2018

To Whom It May Concern:

It is my pleasure to write a letter in support of Steve Cook. I have known Steve for over 30 years as a personal friend and as a colleague in the tennis profession. For over thirty years I have watched Steve work very hard in the tennis industry from being the director of tennis at the Lake Toxaway Tennis Resort in North Carolina to running programs in Vero Beach Florida at Johns Islands Tennis Center to building an award winning public facility from scratch in Greenville South Carolina with the Kroc Tennis Center.

Steve is extremely competent as a director and as a businessman. Steve has been a trusted friend and a huge resource for me in running my own successful city tennis business here in Gainesville. I have consulted with Steve over the years in the hiring of key staff members, marketing to increase participation in my leagues and events, customer service and outreach programs. Steve has one of the top minds in the country when it comes to managing a tennis facility. I have been fortunate to have been on the receiving end of his knowledge.

Steve is an absolute expert in the area of providing the ultimate customer experience to all of his tennis playing members at his facilities. There is no doubt that Steve is extremely competent as a tennis director by the growth of the Kroc Tennis Center and all the awards and honors that facility has earned under his guidance.

While being a very organized and enthusiastic tennis coach is part of what has made Steve so successful over the years, it is his high level of integrity, professionalism and character as a person that is his greatest attribute. Steve has everything and more of what is required to run a public tennis center, to serve a diverse community and take the City of Gainesville Tennis program to the next level.

The Citizens of Gainesville will be very fortunate to have Steve Cook as its next Tennis Director.

Sincerely,

*Mike Oransky*

**Mike Oransky,  
Tennis Director at the Joyce Oransky Tennis Center**

City of Gainesville

# Kroc Center's new director Steve Cook was raised on tennis courts

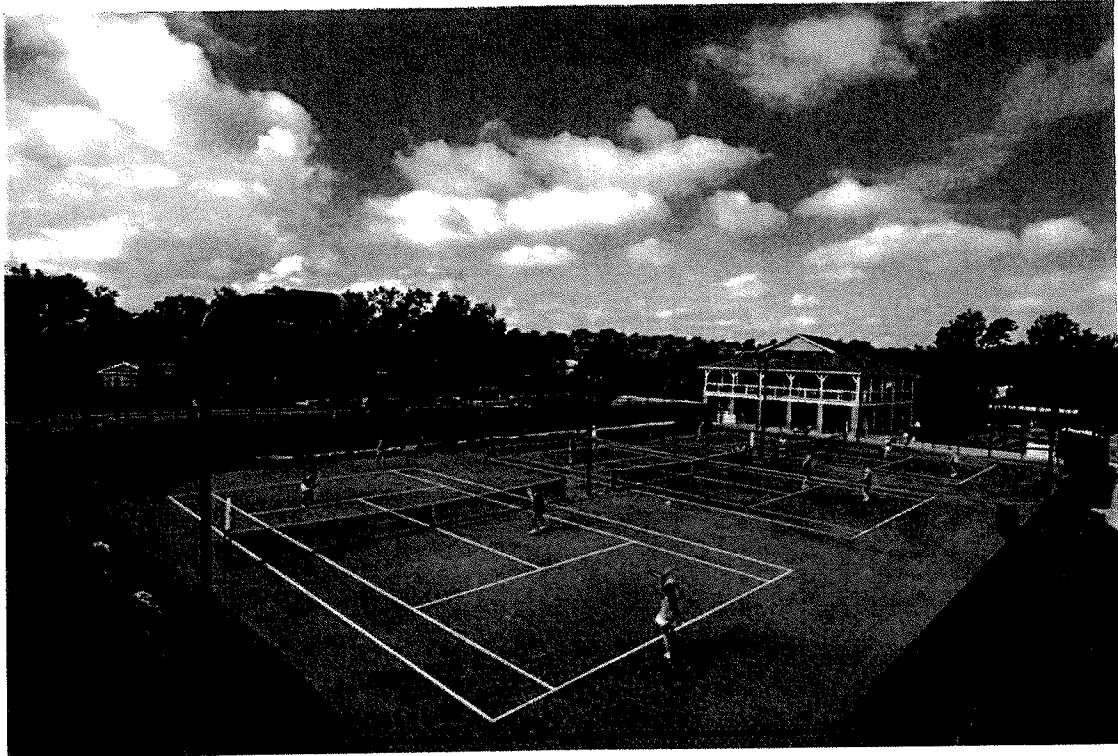
By **Melinda Young** - Aug 26, 2016



The Salvation Army's Kroc Center and Kroc Tennis Center opened in the late summer of 2011 with longtime tennis player, teaching pro and advocate Steve Cook as director of the tennis site. Under his guidance, the tennis facility quickly became downtown's go-to tennis place, winning a national United States Tennis Association (USTA) Facility Award in 2014.

This past spring, Cook took over the mantle as director of the main Kroc Center, just in time to celebrate the Kroc Center and Tennis Center's fifth anniversary. Since then, Cook has been in charge of the main facility – one of many Ray & Joan Kroc Corps Community Centers the Salvation Army runs nationwide – with its church, events and fitness programs.

The *Greenville Journal* asked Cook a little about his tennis career, the origins of the Kroc Center and future plans for the award-winning facility.



**Would you please tell us a little about your background with the Salvation Army in Greenville and who suggested building a Kroc tennis facility?**

I came from a tennis family and was raised at a tennis center. My dad was involved in cofounding a large outdoor/indoor community tennis center in Michigan. I played tennis for the University of West Florida in Pensacola, and I was a teaching pro for a number of years out of college and also a director of tennis at a couple of resorts and a country club. In 1986, I moved to Greenville, where I went into the real estate business.

The tennis center is part of the Kroc Center because a group of tennis enthusiasts saw a need for a community tennis center. When the local Salvation Army received approval to build a Kroc Center, tennis people said, 'Why don't we build a tennis facility too, as part of the Kroc Center?'

In the Southeast, every community of similar size to Greenville has a public tennis center. Most are municipal centers. While Greenville has some public tennis courts, it does not have

a staffed tennis center, so we saw a need for that. Anyone can play tennis at the center through a membership or a day pass.

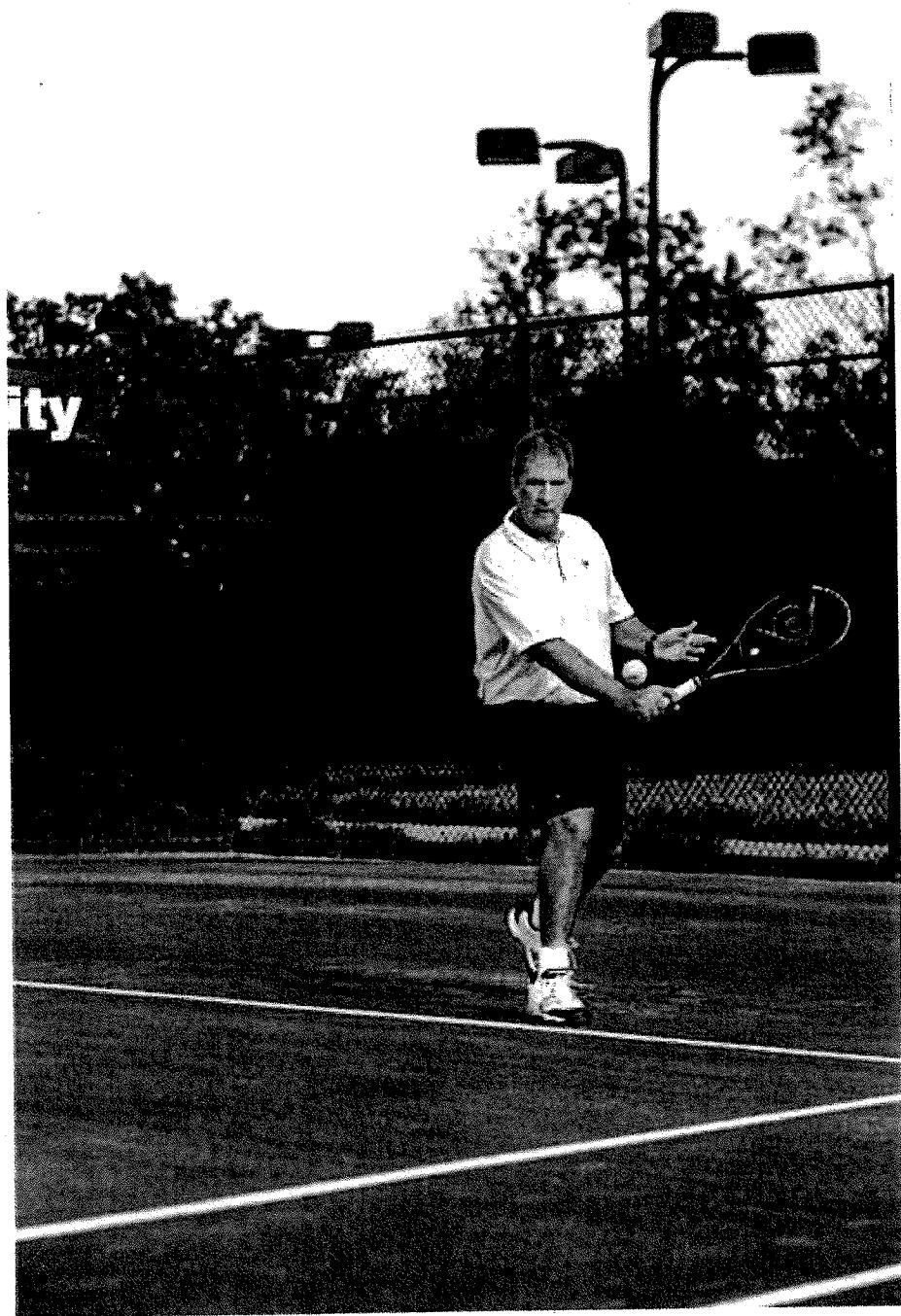


**The Kroc Center has ushered in many new developments to this western side of downtown Greenville. When the Salvation Army was looking for space to build the new fitness and tennis facilities, why was this area selected?**

Part of the criteria in building a Kroc Center, in the words of Joan Kroc, was "it had to be located between the haves and have-nots." The Salvation Army really nailed that with our location on Westfield Street, adjacent to our thriving downtown central business district and the underserved Westside of Greenville. We think we picked the perfect location for this community center, which is for the whole community. We were among the first significant, non-government developments on this side of Academy Street.

Whenever you develop something that is beautiful and successful, you will tend to attract other developments.

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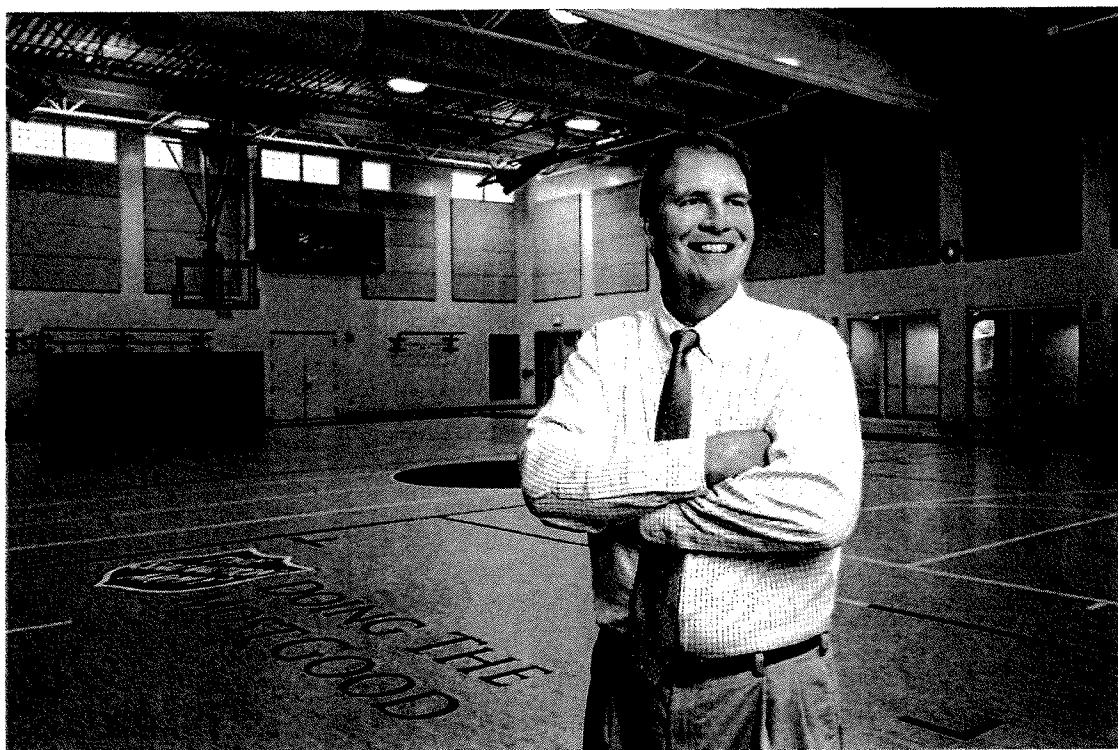
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## Has the Kroc fitness center been overshadowed by the tennis facility and its success?

I don't think it's been overshadowed, but maybe we need to do a better job of communicating and marketing what the Kroc Center offers. We have some of the most beautiful facilities in Greenville, including an aquatic center with a six-lane pool and slide that goes outside of the building, loops around and falls back into the pool. Our coaches offer swimming and tennis lessons for youth, adults, and seniors. Our gymnasium is a cushioned surface, there's a great fitness center and our lighted soccer field has artificial, lighted turf.

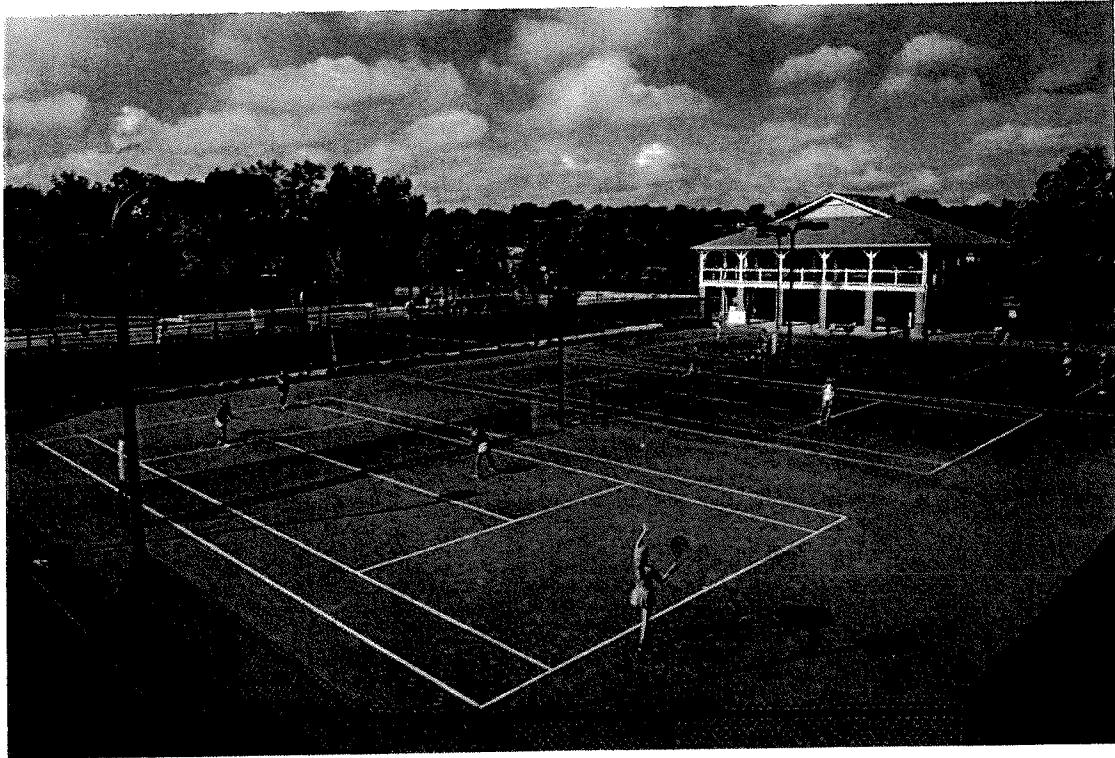
People may not know we have an events center that seats over 300 people, and we offer catering through a commercial kitchen. The Salvation Army CORPS is our church, a beautiful church that also is located here and doubles as a performing arts arena that can be rented. It has wonderful acoustics and aesthetics and holds 250 people. We also would like to increase the number of members who receive scholarships.

What we're seeing is we were very fortunate with tennis and the word of mouth traveled well. We had invited a lot of people over to the tennis center before we were officially opened. My moving from the tennis center to the Kroc is partly because I saw the opportunity to bring more awareness to the Kroc Center.



## What is the Kroc Center's mission?

We're a church, and our mission is the same mission as the Salvation Army. Our purpose is to bring individuals together from all walks of life, encouraging life changing experiences in reaching their God-given potential. We're nonprofit and sustainable, and we're always looking for opportunities to reach more people.



Comments

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