

LONGMONT TENNIS ASSOCIATION
REPORT TO MEMBERSHIP

www.longmonttennis.org

November 30, 2011

ANNUAL REPORT

This report Provides the major activities deliberated and voted on by the Board of Directors a summary of financial statements in calendar year 2011 and activities planned for calendar year 2012. The LTA membership is up to 418 which is approximately a 10% increase from 2011. The LTA is in excellent financial condition.

MAJOR ACTIVITIES:

1. In June, the LTA sponsored the 5th Longmont Open as a USTA sanctioned tournament. There were 176 entrants. Sponsors donated \$1650. The headquarters was at Carr Park.
2. Quick Start lines were laid down at 3 City court locations, Carr, Pratt and Hover parks. All courts were included. The LTA was instrumental in this effort. The USTA/CTA paid for 75% of the cost. The LTA paid 25%. These courts are now in compliance with USTA national standards for 10 and under leagues and tournaments.
3. Throughout the spring, summer and fall on Saturday mornings, the LTA sponsored drop-in tennis for members and non-members. Two outdoor socials were also held in the Spring & Fall. Besides food and refreshments, the fall social included a radar device to measure service speed, door prizes and a 1 hour exhibition match between 2 - 5.0+ players.
4. The LTA sponsored 46 teams in USTA competitive leagues with 9 teams going on to the playoffs, districts and or sectionals.
5. Web site improvements were made to include a "Find-a-Team" page, electronic generation of the league registration form and improvements in the home page.
6. The LTA held their second Recreational Coaches training workshop sponsored by the USTA. There were 27 participants. The cost was \$5/participant. The LTA has provided training for approximately 60 players to teach Quick Start tennis.
7. The LTA sponsored 2 sessions of men's singles and 1 session of mixed doubles ladders. There were over 140 participants. A box of tennis balls was provided to winners/teams as well as a new designed LTA Tech shirt.
8. Winter socials were sponsored by the LTA at Greeley Workout West and the Longmont Athletic Club facilities. Again, these were well attended.
9. The LTA continued to sponsor Carr Park in the City of Longmont's Adopt-a-Park Program.
10. The LTA held its annual banquet at Dickens's Opera House in Longmont in February 2010, with 100 members in attendance. Entertainment, food and free tennis apparel were provided to attendees. Guest speaker was Andy Rodin who hosts the radio show The Tennis Zone.
11. The Longmont City Council has approved the construction of a 10 court complex at the Quail Campus Park. Construction will start in 2012 and be completed in 2013.
12. The LTA participated in the Boulder County Cup Tournament with 38 members participating.
13. The LTA held its second Outreach Program for 12 participants at the Skyline High School courts. One session was held per day for two days. Several participants returned from last year.
14. The LTA supported the annual "Swinging for a Cause" tennis benefit for Women's Work.
15. To improve the awareness of LTA in Longmont, a tri-fold brochure on the LTA was developed and published and distributed at all Longmont City courts as well as other locations throughout the city. Also, an LTA decal was designed and distributed. An LTA newsletter was published during the summer and distributed to all members. LTA activities were published periodically in the Times Call under the Sporting Life section of Friday's paper.

ACTIVITIES PLANNED FOR 2012

Sponsor winter socials
Sponsor league play at all levels
Sponsor singles, doubles and mixed ladders
Sponsor weekly drop-ins and spring and fall socials
Sponsor/support youth tennis programs and tournaments
Sponsor and conduct a USTA sanctioned tournament
Recruit volunteers for activities
Continue to enhance the LTA web site
Sponsor an end-of-season banquet
Continue to participate in the planning of a 10+ court complex
Continue to adopt Carr Park
Provide for Recreational Coaches Training
Continue to offer an Outreach Program
Recruit a Marketer/Publicist for the BOD

SUMMARY OF FINANCIAL STATEMENTS (JAN 1 – NOV. 30, 2011)

INCOME

Total income January through November 30, 2011 is \$19,058

EXPENSES

Total expenses January through November 30, 2011 is \$18,816

Net income for the period from January 1, 2011 through November 30, 2011 is \$ 242

Total Liabilities & Equity \$ 12,630.53

Notes:

- *Insurance has yet to be paid
- *Grants of \$ 600 is pending from USTA
- *Paid on Dec. 6, 2011