



Annual Report 2015
By Matt Hanlin, Lifetime Tennis
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Summary:

Lifetime Tennis a Municipal Tennis Facility Management company
S- Corp

President: Matt Hanlin
3253 Alma Rd. McKinney
(972) 547 2012

www.mckinneytennis.org
matth@mckinneytennis.org

2016 has been a year of growth. We have added in most categories.
23 employees at The Courts of McKinney

- 1 new tournament in 2016 and 4 more are secured for 2017 (600 new players). Two of our tournaments were recognized as “most growth” over 2015 numbers
- TCD leagues are maxed out and using overflow courts at McKinney High. Most successful season ever with 5 of 9 teams winning their league.
- Additional staff added in preparation for build out. Assistant Tennis Director Victor Nguyen, and 2 more front desk lead roles. 22 total employees.
- McKinney player Ellie Douglas reaches #16 in the world
- Participation grew in most areas
- Average 250 U10 players in programs per week
- 2016 Revenues up 8.4%: (see attachment for further category breakdowns)

2015 Net Rev		2016 Net Rev	
January	\$47,071.64	January	\$40,694.
February	\$55,418.68	February	\$74,610
March	\$62,194.97	March	\$54,718
April	\$49,391.01	April	\$50,093
May	\$62,536.89	May	\$72,483
June	\$63,078.43	June	\$87,340
July	\$70,773.59	July	\$62,568
August	\$43,624.15	August	\$71,275
September	\$85,593.89	September	\$77,467
October	\$68,541.55	October	\$66,740
November	\$38,993.50	November	\$42,875
December	\$27,139.55	December	\$39,931
Total	\$674,357.85	Total	\$740,794
		Up 8.4% over 2015	

Classes:

We offer a multitude of classes for all ages and ranges Monday – Sunday. Please see rec guide for more details.

- Adults
 - Beginners – Advanced levels Monday – Sunday
- Juniors
 - U10 red ball, orange ball, green ball,
 - 11 years and older beginner – advanced levels Monday – Sunday
 - Homeschool classes Beginner- Intermediate Tuesday and Thursday

Leagues:

- 37 women's, men's and mixed teams. Most league availability is full. We use overflow courts at McKinney High School

Events and Tournaments:

- January:
 - DPTA Jr. Circuit Tournament
- February:
 - Women's TCD boot camp 25 players per day, free lunch only \$25. 3-day camp.
 - Men's semiprofessional singles and doubles event. 33 players
- March
 - Jr. break camp
 - St. Patricks Day Mixer
- April
 - Parent/Child Wilson Demo night event, 25 players
- May
 - Member Appreciation Event
 - DPTA Jr. Circuit Tournament
- June:
 - French Open Adult Mixer
 - Summer Camps start
- July:
 - Wimbledon Mixer night 25 players,
 - DPTA Jr. Tournament
 - USTA Junior McKinney Open 110 players
- August
 - Ladies Boot camp 27 players per day. 3-day camp.
 - ISD education day
 - Hawaiian night pic 60 kids
- September
 - U.S. Open Mixer pic 30 players
 - Andre's fund raiser
- October
 - USTA Junior Open 105 players
 - USTA Champ Tournament 125 players
- November
 - TCD Tournament
- Dec Christmas
 - Jr. Tournament 25 players
 - Christmas with Santa

Other noteworthy activities:

- All juniors play for free if enrolled in any classes
- Birthday parties
- Junior International success
- Andres Fund
- Preparation for phase 2 build out

2017 Expectations:

- Add 2-3 more tournaments for 2018 calendar
- Balance increased court use until phase 2 is complete
- Increase staff for 12 court addition
- Provide a safe and positive experience for patrons during construction
- Increase users in every area
- Partner with Apex to provide indoor tennis to the U10 players

The Courts 2017 Tentative Calendar Subject to Changes

Courts of McKinney 2017

Tentative Calendar

	Marketing	Adult Events	JR Events	Other	Tournaments
January	JTT Info/Marketing				DPTA JR Circuit #5 (1/21)
February		TCD Boot Camp			Wild Card Tournament
March	Email blast/Market for End of School/Summer Kick off event in May	St. Patrick Mixer	JR Match Play		
April				Parent/Child Event	
May	End of School/Summer Kick off event & Finalize Summer Marketing			Member Appreciation Event	DPTA JR Circuit #11 (5/20)
June		French Open Mixer			
July	Marketing for End of Summer Party in August	Wimbledon Mixer			DPTA Novice #6 (7/15) & McKinney JR Open
August	Fall Programming Marketing		Hawaiian Night End of Summer Party		
September		US Open Mixer			USTA 1-Day Challenger (9/9)
October			Halloween Party		McKinney JR Open & DPTA Champ Super (10/21)
November		TCD Tournament			
December				Christmas with Santa & Christmas Party	