

# The Courts of McKinney 2016 Review

By  
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President Lifetime Tennis



# The Courts of McKinney History

- ▶ Opened in February 2012
- ▶ City of McKinney Public Tennis facility operated by Lifetime Tennis Management company - S-Corp
- ▶ 2012 USTA facility of the Year
- ▶ 2012 USTA Featured Facility of the Year
- ▶ 2013 USTA Texas Organization of the Year
- ▶ 2013 Community Service Award
- ▶ 2015 USPTA Texas Tennis Manager of the Year for Large Tennis Facilities
- ▶ Over 57,000 foot traffic annually
- ▶ Offer programs for all ages and levels with a focus on grass roots tennis
- ▶ 22 employees (new addition Victor Nguyen-Assistant Tennis Director)



# Growth in 2016

- ▶ Tournaments grew from 7 to 8
- ▶ 2017 we have secured a larger event- challenger
- ▶ TCD at max capacity and most successful season
- ▶ Teams up from 35-37
- ▶ Junior numbers are up
- ▶ Revenues are up
- ▶ Events have increased also see calendar



# 2017 Expectations

Provide the local community with the best possible service for all their tennis needs.

- ▶ 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
- ▶ Continue to increase users in every area
- ▶ Partner with Apex to provide indoor tennis to the U10 players

# 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	

# Events at The Courts

Wilson Demo Mixer



Successful Jrs. and adult teams



# Events at The Courts

## Junior singles tournaments



Do you have what it takes to compete against top ATP Professionals?



## IRVING TENNIS CLASSIC

- » **What:** Men's Singles Wild Card Event
- » **Prize:** Finalists will get a wild card into the Qualifying Event of the Irving Tennis Classic, March 14th-20th
- » **Dates:** Saturday and Sunday, Jan 30th-31st
- » **Location:** The Courts at McKinney  
3253 Alma Road  
McKinney, Texas 75070
- » **Phone:** (972) 547-2012
- » **Event Coordinator:** Matt Hanlin
- » **Email:** matth@mckinneytennis.org
- » **Phone:** (972) 547-2012

Every Player receives 2 General Admission tickets to Main Draw Action during the Irving Tennis Classic

**Entry Deadline:** Jan 27th - 8pm. Please sign up in person or over the phone. Mention your current ranking and/or school

**Making of Draw:** Jan 27th evening

**Entry Fee:** \$75 no refunds (must pay before deadline)

**Draw Size:** 32 draw, single elimination. Both Finalists receive a wild card to qualifying Irving ATP Challenger March 14th. Draw posted on our Facebook Page- McKinney Tennis Center

# Events at The Courts

Wimbledon Social Night



Free school days for 1000's of local jrs.





# Events at The Courts

Former World No.1 spoke to players



[https://mail.google.com/\\_/scs/mail-static/](https://mail.google.com/_/scs/mail-static/)

**THE COURTS**  
at Gabe Nesbitt  
Community Park

## May "Margaritaville" Mixer

Join us for our monthly  
social & doubles mixer  
**Friday, May 6<sup>th</sup>**  
7-9pm

Call to RSVP 972-547-2012

Members \$10  
Non-Members \$15

Food provided by  
Mesa's Mexican Grill

McKinneyTennis.org   



*Come ready to play  
with our fun crew!  
2.5 to 5.0 level  
players welcome*



*Meet for Margarita's  
after the games at our  
Sponsor  
location*



# Events at The Courts

Local standout players represent McKinney



**Junior Hawaiian Night Aug 12th**



**FRI AUG 12<sup>TH</sup> 6-9PM AGES 4-14 ONLY \$10 (\$5 EXTRA SIBLING)**

All kids are welcome for our annual tennis fun night. Water balloon games, tennis games, dunk your favorite coach in the tank, bounce houses, prizes, pizza and drinks are all part of the best night of the year at The Courts for our junior players.



- Dunk Tank
- Bounce House
- Water/Tennis Games/Prizes
- Water Slide
- Pizza/Drinks Included

**ONLY \$10 (\$5 FOR EXTRA SIBLINGS)**  
The Courts of McKinney  
3253 Alms rd. McKinney, Tx  
[www.mckinneytennis.org](http://www.mckinneytennis.org)  
(972) 547 2012  
Sign up now over the phone!

# Events at The Courts

## Children helping Children event

**MEN'S AND WOMEN'S  
"KING & QUEEN OF THE COURT"  
FOR 18 AND UP**

SUPPORTING

**CHILDREN  
helping  
CHILDREN**

Presented by **GEICO.**

**Saturday, September 3, 2016**  
High Point Park Tennis Center: 9:30 a.m. – 12:30 p.m.  
Courts of McKinney: 10:30 a.m. – 1:30 p.m.

BENEFITING CHILDREN'S MEDICAL CENTER FOUNDATION


ABOUT  
**THE PAULINE ALLEN GILL  
CENTER FOR CANCER  
AND BLOOD DISORDERS**

The Pauline Allen Gill Center for Cancer and Blood Disorders at Children's Medical Center is a world-class pediatric treatment center recognized nationally for exceptional clinical care, leadership in pediatric cancer research and academic excellence. With 24 pediatric hematologists and oncologists, all of whom are faculty members at UT Southwestern Medical Center, the Gill Center cares for more than 1,000 new patients each year, making it the largest childhood cancer and blood center in the region.

Presented by **GEICO.**

**FOX 4** **PRIME**  
**Babolat** **HEAD** **Wilson**

children'shealth?  
Children's Medical Center  
Foundation



THE COURTS OF MCKINNEY

WOMEN'S  
TCD

**BOOT  
CAMP**



**Aug 29,30, and 31st  
Mon, Tues, and Wed  
9.30am-12 noon  
Only \$25 per day  
\$65 for all 3 days**

All ladies welcome to play as we separate players based on levels

**Free Lunch after every boot camp!!**

Lunch will be provided every day by some of our sponsors so we hope you can stay for some great food after a great workout. Space is limited, so call now to reserve your spot (972) 547 2012 [www.mckinneytennis.org](http://www.mckinneytennis.org) for more info. The Courts of McKinney, 3253 Alma rd. McKinney, 75070

**No refunds/credit unless there's a weather cancellation**

# Events at The Courts

Helped Andres' Fund



# Non- Stop Outreach Programs

Most winning teams ever

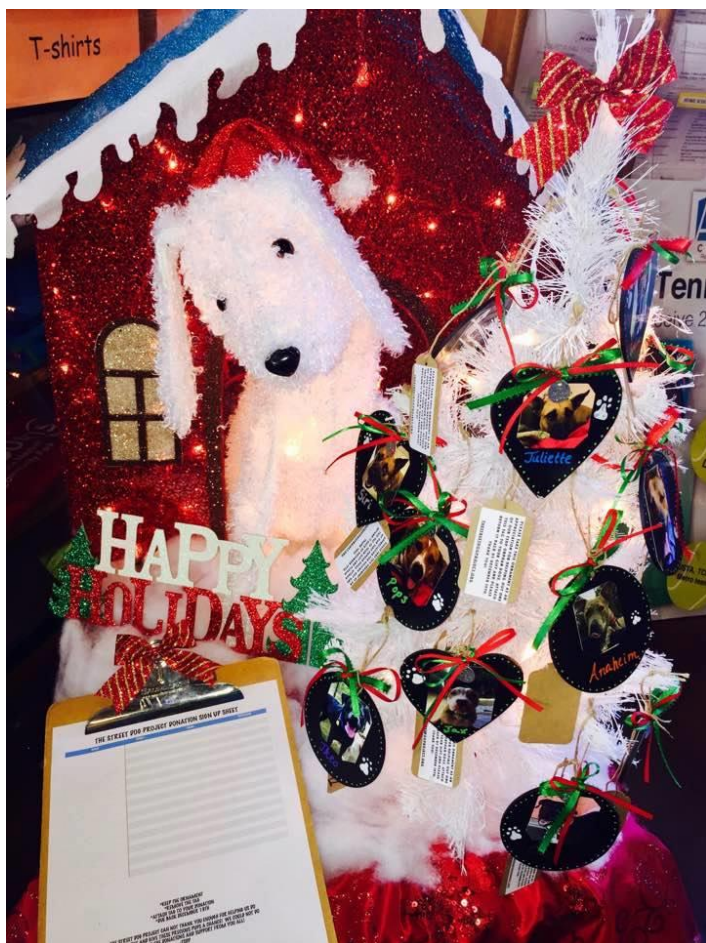


Apex sign ups at The Courts



# Events as The Courts

Angel Trees for people and dogs again



# Events at The Courts

Santa came to visit our players



Its been a great 2016 at

# THE COURTS

McKINNEY, TEXAS

