



Reno Tennis Club

A Proposal to Ensure the Sustainability of Washoe County's Best Tennis Courts





Washoe Tennis Center

2335 West Moana Lane





Reno Tennis Club History

- ▶ Reno Tennis Club (RTC) is a 501(c)(3) non-profit organization
- ▶ Founded circa 1923 - first utilized Wingfield Park
- ▶ Moved to the present location in the 1960's
- ▶ Started with two courts - has grown to six
- ▶ Partnered with Washoe County's Community Services for many years
- ▶ A well established history of excellent facility management practices
- ▶ Added significant capital improvements, e.g. hitting wall, deck & pergola
- ▶ Providing a beautiful, tranquil and unique tennis experience
- ▶ Washoe Tennis Center (WTC) courts considered the best in Washoe County



Reno Tennis Club Goals

- ▶ The Reno Tennis Club (RTC) will continue to partner with Washoe County to provide a truly unique tennis experience at the WTC
- ▶ Maintain the WTC as the very best tennis facility in Washoe County
- ▶ Sustain the RTC model for managing the WTC courts
- ▶ Increase RTC membership
- ▶ Repair and replace infrastructure as needed
- ▶ Continue to improve the WTC facilities



Concession Proposal

- ▶ Exclusive authority to collect \$5/day fee from non-members, for all-day play
- ▶ Exclusive authority to schedule WTC courts for organized matches for:
 - ▶ United States Tennis Association
 - ▶ Sierra Junior Tennis Association
 - ▶ Reno Tennis Ladders
 - ▶ RTC and other tournaments
 - ▶ RTC socials and other events

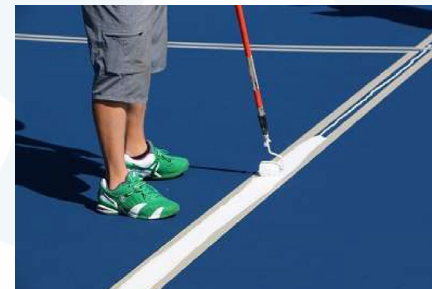


Reno Tennis Club's Operation & Benefits

RTC Court Resurfacing and Repairs

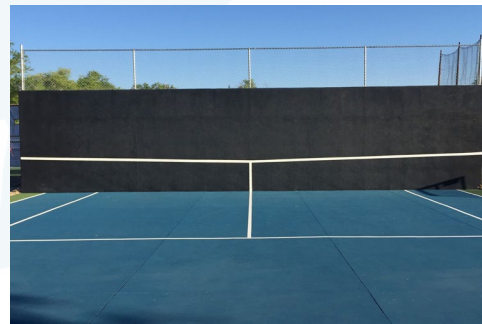
- ▶ 2015: \$11,600 - Courts 3 & 4
- ▶ 2016: \$12,060 - Courts 1 & 2
- ▶ 2017: \$13,800 - Courts 5 & 6
- ▶ 2018: \$16,880 - Courts 3 & 4
- ▶ 2019: \$18,800 - Courts 1 & 2*
- ▶ 2020: \$15,570 - Courts 5 & 6
- ▶ 2021: \$17,200 - Courts 3 & 4

* County funded 82% of 2019 cost



Major RTC Facility Capital Improvements

- ▶ Asphalt overlay of courts during 2006-2010: approximately \$160,000
- ▶ Equipment storage building built in 2007: \$2,200
- ▶ Practice hitting wall completed in 2019: \$30,770



Major RTC Facility Capital Improvements

- ▶ Deck replacement and new pergola completed in 2019: \$25,400



Other RTC Facility Improvements

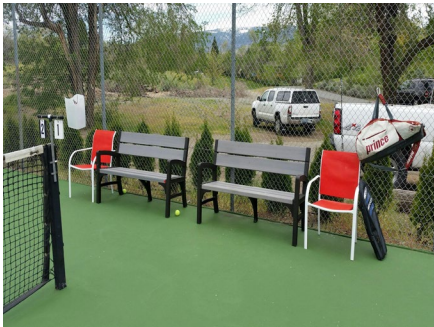
- ▶ Arborvitae planting



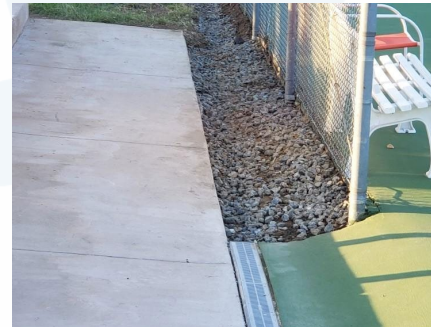
- ▶ On court cabana



- ▶ Courtside benches and chairs



- ▶ Improved drainage





County Funded Improvements & Repairs

- ▶ Paid for resurfacing two courts in 2019
- ▶ Asphalt upgrade to the pathways around four courts in 2018
- ▶ Resurfaced the parking lot in 2016
- ▶ Assisted RTC in obtaining \$8,500 USTA grant in 2011
- ▶ Fencing extension on courts 1 & 2
- ▶ Contributed 50% to the cost of court resurfacing in the 1990s



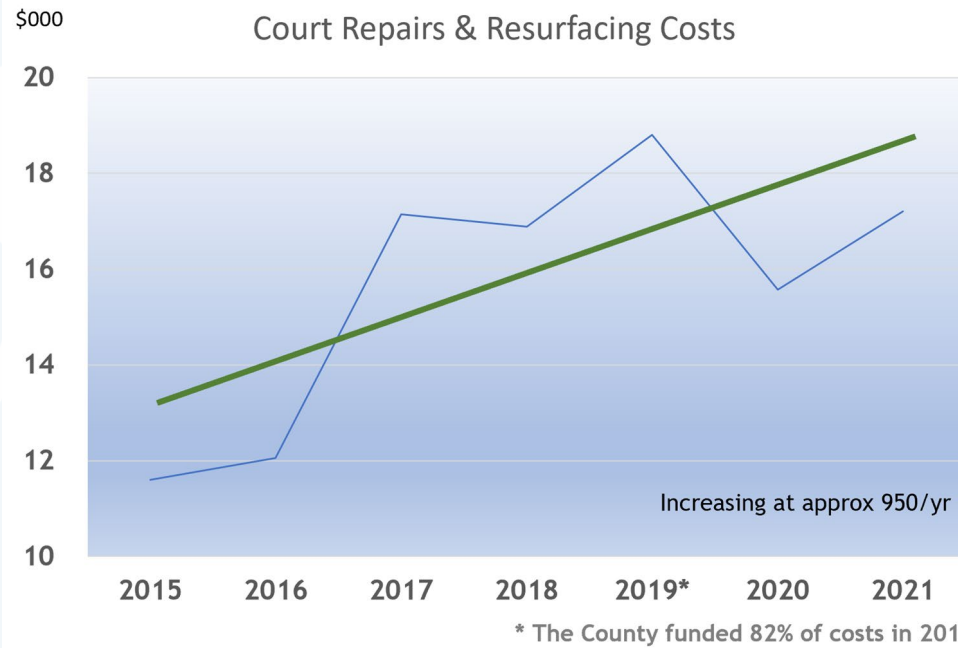
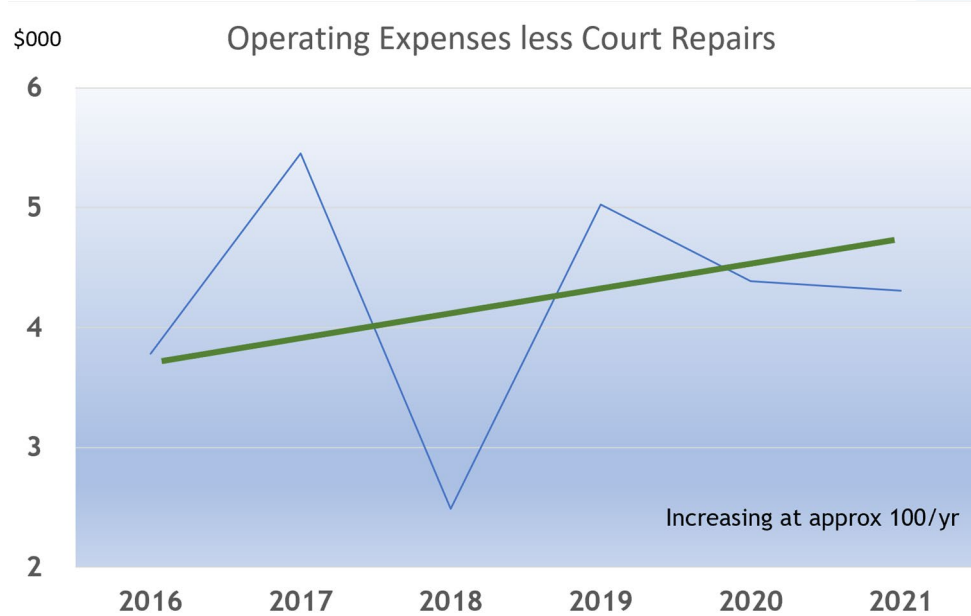
RTC Average Budget (2016-21)

▶ Income	25,221
▶ Membership contributions	20,363
▶ Public donations & USTA grants	2,552
▶ Socials & other events	2,306
▶ Operating expenses	21,230
▶ Court resurfacing and repairs	15,528*
▶ Routine maintenance	2,263
▶ Administration	826
▶ Socials & other events	1,475
▶ Miscellaneous	1,138
▶ Capital improvements	11,866

* Includes Washoe County's \$18,800 contribution in 2019



Operating Expenses: 2016-2021





Ongoing RTC Infrastructure and Equipment Maintenance, Repair and Replacement

- ▶ Tennis Nets
- ▶ Windscreens
- ▶ Blower, for cleaning and drying the courts
- ▶ Snowblower
- ▶ Snow shovels, brooms, squeegees, rollers, etc.
- ▶ Chairs, picnic table refurbishment, benches, etc.

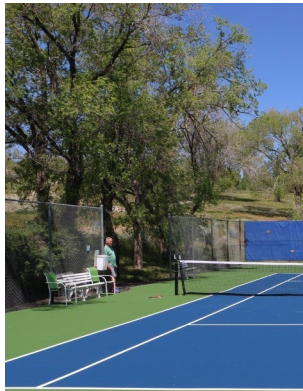


Ongoing Washoe County Responsibilities

- ▶ Parking lot maintenance
- ▶ Pathway paving maintenance
- ▶ Irrigation system
- ▶ Paper supplies for bathrooms
- ▶ Trash collection
- ▶ Repair of vandalism damage

Future Major Infrastructure Needs

- ▶ Court foundation replacement - asphalt overlay for all six courts
- ▶ Fencing repair or replacement
- ▶ Concrete and parking lot renewal
- ▶ Management of large trees and root systems near courts





Potential Future Improvements

- ▶ Installation of lights on a minimum of two courts
- ▶ Web enabled cameras for court visuals, weather condition information and security
- ▶ Landscaping improvements
- ▶ Additional on-court cabanas
- ▶ Court reservation system



Plans Based on Our Proposal

Pay-for-Play Fee Collection

- ▶ Utilize one or more “Iron Rangers” to collect \$5 daily non-member fees
- ▶ Implement a change management plan to communicate the changes ahead of implementation
- ▶ Utilize board members, and park rangers if necessary, to communicate requirements in real time





Pay-for-Play Monetary Consideration

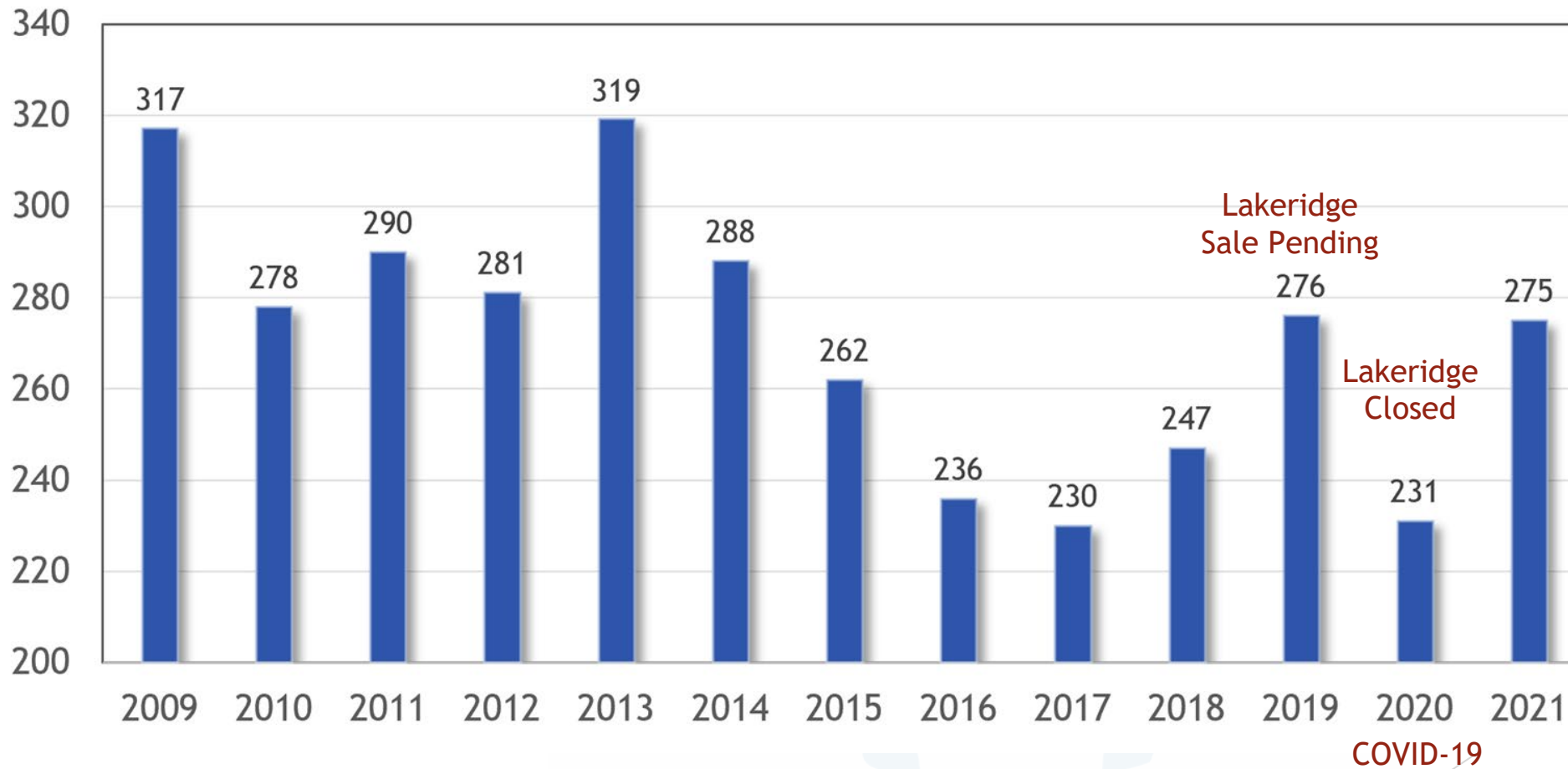
- ▶ Motivation for non-members to become members
- ▶ Estimated 50 new members for 325 RTC annual members: \$5,500/yr
- ▶ Pay-for-Play fees; collected March - October (35 weeks)
 - ▶ Estimated 10 non-members pay per week on average: \$1,750/yr
- ▶ Estimated total of \$7,250 added revenue augmenting our aging volunteers
 - ▶ Basic maintenance, e.g. windscreen and net repairs and replacement, etc.
 - ▶ Daily court cleaning and weekly washing
 - ▶ Snow blowing and court drying following rain
 - ▶ Grounds trash pickup, etc.

Change Management Plan Basics

- ▶ Top reason why people resist change: surprise - “nobody told me”
- ▶ Get the “Vision” right, implementation team aligned, with a budget
- ▶ Need an “easy to do business with” process: Venmo, Zelle, PayPal, cash, etc.
 - ▶ Make it easy to identify members on-site; e.g. membership cards
- ▶ Communicate early and often; communicate like Geico® - relentlessly
 - ▶ For early buy-in by our members so they support us on-site
 - ▶ For non-members: post crystal clear messages, well in advance
 - ▶ Provide flyers explaining policy, rationale, alternatives, etc.
 - ▶ Monitor compliance and adjust: process, attitudes and/or messaging
- ▶ Make the change stick; continue to communicate and evolve the change



Membership Trend: 2009-2021





County Assessment: Unsolicited Proposal Criteria Overview

- ▶ Unique and innovative
- ▶ Aligns with County proposals and objectives
- ▶ Cost effective and best use of facilities to benefit the community
- ▶ Demonstrated need and support
- ▶ Financially, legally, economically, socially and technically feasible



Unique and Innovative

- ▶ The RTC proposal is unique in that RTC enjoys a long-term relationship with both Washoe County Parks and the local tennis community
- ▶ An innovative way for RTC to assist the County in maintaining this singular facility for the enjoyment of the tennis community



Alignment with County Objectives

- ▶ Fits well with the Parks 2019 Master Plan Goal 4: “Maintain and manage existing parks and seek diverse and flexible funding sources to ensure the community’s needs are met”
- ▶ Aligns with the mid-term solution of “In order to provide the public with the level of service established in the past, alternative and sustainable funding sources should be pursued”
- ▶ Supports stated planning opportunities of “Develop Existing Community & Neighborhood Parks” and “Update Existing Park Facilities”



Benefits

- ▶ RTC's proposal represents a cost-effective way to sustain the mutually beneficial relationship with the county and the tennis community
- ▶ Ensures the continued viability of the WTC for RTC members and non-members alike
- ▶ increases the capacity of RTC to cover the expenses needed to operate, maintain, and continue to improve the WTC
- ▶ Little, if any, incremental cost to Washoe County



Need and Support

- ▶ The closure of Lakeridge Tennis Club has led to a greater number of tennis players playing at the WTC
- ▶ The continuity provided by the RTC proposal will support the WTC and help meet the broader public interest in Special Use Parks
- ▶ RTC's proposal expands our ability to deliver on the Peavine Planning Area's strategic objective to "Update Existing Park Facilities"
- ▶ RTC's memberships and non-member pay-to-play fees will generate added revenue to maintain the WTC, allowing Washoe County Parks to provide resources to other projects



Feasibility

- ▶ RTC has worked on behalf of Washoe County for many years to ensure the WTC is among the very best parks of its kind in the county
- ▶ RTC has demonstrated excellent financial, legal, and social responsibility in its partnership with Washoe County
- ▶ The proposal employs a funding mechanism utilized by numerous public courts throughout the US



Local Tennis Club Pay-for-Play Fees

- ▶ Reno Tennis Center (Reno city courts on Plumas St) - Membership \$200/Year, non-members \$3/visit
- ▶ South Reno (Bishop Manogue High School courts) - Membership \$300/Year, Guests \$20
- ▶ Caughlin Club (private tennis club) - Membership \$99/Month, Guests \$20
- ▶ Reno Tennis Club (WTC) - Membership \$120/Year - was increased by \$20 for 2022, non-members currently free, proposed \$5/day

Based on a single, adult, non-senior membership

Examples of Pay-for-Play Public Courts

- ▶ Zephyr Cove Tennis Club, Zephyr Cove, NV
- ▶ Balboa Courts, Encino, CA
- ▶ Van Nuys/Sherman Oaks Courts, Van Nuys, CA
- ▶ Cheviot Hills Courts, Los Angeles
- ▶ Vermont Canyon Courts, Los Angeles
- ▶ Pacific Palisades, Pacific Palisades, CA
- ▶ Play Tennis Richmond, London, UK
- ▶ Forestmeadows Parks, Tallahassee, FL
- ▶ City of Winter Park, Winter Park, FL
- ▶ City of Arlington, VA
- ▶ City of Durham, NC
- ▶ City of Sunnyvale, CA
- ▶ City of Albuquerque, NM
- ▶ City of Menlo Park, CA
- ▶ NY Tennis at Central Park, NYC



Path Forward

- ▶ As the Assessment Panel considers the legal, economic, social and technological aspects of our proposal, we believe they will find the continued operation of the WTC under RTC's direction with the proposed concession advantageous to the county and the public
- ▶ As we move to stage 2, we will work closely with county staff to formulate detailed plans and timelines for the successful completion of the project



Other Questions?





Thank you

