

# Tennis Center of Camden



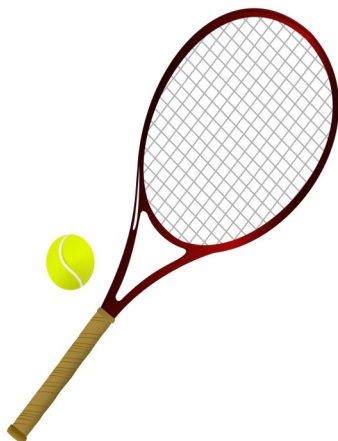
## 2021-2022 ANNUAL GOALS

- 1) Review and revise the standard operating policies and procedures for the facility and programs. (*ex. all tennis memberships will expire each year on December 31.*)
- 2) Increase the number of tennis memberships sold by 15%.
- 3) Offer quarterly member events (social mixers, round-robins, tournaments).
- 4) Increase community outreach using USTA grants: visit local schools when COVID allows, host a Tennis Center Open House, provide adult and junior summer programs
- 5) Offer additional ONE-DAY USTA sanctioned junior tournaments for in state players.
- 6) Add Pickleball tournaments and events.

## FIRST QUARTER REPORT (JULY–SEPT 2022)



- 1) Added 20 new tennis members this quarter, an increase of over 15%
- 2) Hosted a free new member mixer to add value to memberships
- 3) Experienced over 50% participation growth in our junior programs
- 4) Applied for a grant from USTA and was awarded \$2000 to start new programs for economically disadvantaged junior players. Will be working with Continuous Learning Center and Cedarbrook Apartments
- 5) Held a new one-day tennis tournament to introduce our junior players to the format and rules used in regular tennis tournaments
- 6) Had well over 40 new pickleball and tennis players participate in our "Intro 101" programs
- 7) Hosted a Heat Stroke & Exhaustion safety awareness event presented by Kershaw County EMT for players and the public - 40 attendees



Q1 2022 July—September

