

LONGMONT TENNIS ASSOCIATION
REPORT TO MEMBERSHIP

www.longmonttennis.org

January 31, 2022

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 2021, and activities planned for calendar year 2022. The LTA has over 450 members and the LTA is in excellent financial condition.

Major Activities:

1. The 14th annual Longmont Open was moved to the weekend after Labor Day and 235 participants signed up—almost a 50% increase in players. Working with the city, LTA was able to offer food and drink for the event and players were able to enjoy a fantastic setting at the Quail Courts. Only two short rain delays were experienced over the tournament timeframe. Many thanks to our new tournament director Tim Bromell and the tireless efforts of Jody Reenan coordinating food, results, and volunteers. Board member Deb Heiser donated numerous hours developing the outstanding marketing and branding for the tournament.
2. Throughout the summer and fall on Saturday mornings, the LTA sponsored drop-in tennis for members and non-members. LTA board members Bob Wood and Wayne Huff graciously volunteered and organized the sessions.
3. Despite the ongoing impact of Covid, LTA still sponsored 69 teams in USTA competitive leagues, with over 730 league participants. LTA is the 12th largest league facilitator in Colorado!
4. A new format was initiated with Winter socials, and they are now offered twice per month. If they continue to be popular, these will be extended through the winter of 2022.
5. The LTA supported the annual “Tennis for a Cause” tennis benefit for A Women’s Work through donation of the tennis balls for the round robin play and a \$200 contribution.
6. Recycling Balls Program at LAC and Quail Courts, which started in 2019, continues to be supported by LTA. To date, we have recycled more than 15,000 balls in Longmont. See <https://www.recycleballs.org/> for more information.
7. Worked with the City of Longmont to post the city tennis court reservations on the LTA website.
8. Installed a camera at the Quail Courts and tied it into the LTA website so that members can view daily pictures of the court conditions at Quail.
9. Established the Henry Matheson Scholarship and presented the award and a check to the first recipient, Tristan Rangel. This will be an annual award presented to the Longmont High School tennis player who best exemplifies the character that Henry showed off and on the court.

Activities Planned for 2022

- Sponsor USTA league play at all levels.
- Sponsor men’s and women’s singles, doubles, and mixed doubles round robins.
- Sponsor weekly drop-ins.
- Sponsor and conduct a USTA sanctioned tournament—the 15th annual Longmont Open.
- Continue to recruit volunteers for activities.
- Continue to work closely with the city in overseeing maintenance of existing facilities.
- Participate and support the Boulder County Cup and Tennis for a Cause.
- Sponsor winter socials at the Longmont Athletic Club.
- Offer clinics for high school tennis team players.
- Run the 15th annual Longmont Open the weekend after Labor Day.

Summary of Financial Statements (January – December 2021)

Income

Total income January through December: \$ 23,333.21

Major Sources

- Membership dues \$ 5,187.00
- League Fees \$ 6,630.00
- Socials \$ 1,122.00

Expenses

Total expenses January through December: \$ 24,792.00

Major Outlays

- Socials (LAC, balls, supplies) \$ 1,122.00
- Court usage (City & SVVSD) \$ 4,530.00
- Equipment Rental (Porta Potties) \$ 1,370.00
- Website \$ 933.10
- Contributions (A Woman's Work) \$ 585.00
- Tennis Ball Recycling \$ 600.00
- Misc. (PO Box, office supplies) \$ 134.00
- Bank/PayPal Service Charges \$ 1,283.69
- Liability Insurance \$ 450.00
- Longmont Open banners/tablecloths \$ 1,153.00

Net income for the period from January 1, 2021 through December 2021:

\$ -1,459.78 **

Total Liabilities & Equity \$ 16,842.21

** Net Income was negative in 2021 as LTA invested heavily in the Longmont Open tennis tournament with marketing/promotional materials, along with food and drink. We will be able to reuse banners and tablecloths for future tournaments. As this was the first time for the new format, we will be better able to control tournament expenses in 2022 and will seek additional sponsorships.