

LONGMONT TENNIS ASSOCIATION
REPORT TO MEMBERSHIP

www.longmonttennis.org

January 31, 2024

ANNUAL REPORT

This report provides the major activities deliberated and voted on by the Board of Directors, a summary of financial statements for calendar year 2023, and activities planned for calendar year 2024. The LTA has over 700 members and the LTA is in excellent financial condition.

Major Activities:

1. The 16th annual Longmont Open held the weekend after Labor Day attracted over 300 participants—putting us close to our maximum. LTA was again able to offer food and drink for the event and players were able to enjoy a fantastic setting at the Quail Courts. One short period of rain caused us to move play to LAC, but the tournament was back on track the next day. Many thanks to our tournament director Jody Reenan, Dennette Stroh for heading up all the tournament handouts, and for Debra Heiser who once again provide terrific graphic design work. A big thanks also to all the volunteers who manned the food/drink tent and helped with daily setup and take down. Thank you to our sponsors' generous support which enabled us to offer another outstanding experience for the players and allowed us to financially run the tournament in the green. The reviews we received from USTA surveys were highly positive, with some calling this the best tournament in Colorado!
2. On Saturday mornings throughout the summer and fall, LTA sponsored drop-in tennis for members and non-members at Affolter. LTA board member Wayne Huff again graciously volunteered and organized the sessions.
3. LTA sponsored 83 teams in USTA competitive leagues, with 886 league participants. LTA is the 8th largest league facilitator in Colorado!
4. As in 2023, LTA now financially supports our league teams that make it to sectionals and nationals. 11 teams went to districts with 1 moving on to Sectionals.
5. LTA supported the annual A Women's Work benefit through a \$200 contribution.
6. LTA sent a team to the Boulder County Cup and in 2023 finished second to BTA (again!). Many thanks to Jen Arndt and Kris Graham for taking the lead for the LTA team.
7. 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 25,800 balls in Longmont. See <https://www.recycleballs.org/> for more information.
8. LTA again funded 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. For the third year in a row, LTA sponsored the Henry Matheson Scholarship at Longmont High School and this year's recipient was Erik Swanson. This is an annual award presented to the Longmont High School tennis player who best exemplifies the character that Henry Matheson showed off and on the court. A certificate and a check for \$250 was presented to Harshbarger.
10. LTA continues to work with the city of Longmont and the Longmont Pickleball Association to ensure that both sports have access to courts in the city. USTA rules do not permit league play to occur on a court lined for both tennis and pickleball. The same rules apply to pickleball leagues/tournaments.

Activities Planned for 2024

- Sponsor USTA league play at all levels
- Sponsor weekly drop-ins
- Sponsor and conduct a USTA sanctioned tournament—the 17th 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
- Sponsor winter socials at the Longmont Athletic Club

Summary of Financial Statements (January – December 2023)

Income

Total income January through December: \$ 31,661.11

Major Income Sources

• Longmont Open	\$ 15,845.00
• Membership dues	\$ 7,018.29
• League Fees	\$ 8,367.00
• Socials	\$ 198.00

Expenses

Total expenses January through December: \$ 31,760.64

Major Outlays

• Socials (LAC, balls, supplies)	\$ 280.00
• Court usage (City)	\$ 6,444.00
• Equipment Rental (Porta Potties)	\$ 2,151.00
• Website	\$ 501.69
• Contributions (AWW, H. Matheson)	\$ 600.00
• Tennis Ball Recycling	\$ 600.00
• Misc. (PO Box, office supplies)	\$ 226.00
• Bank/PayPal Service Charges	\$ 1,150.55
• Liability Insurance	\$ 275.00
• League Playoff USTA Fees	\$ 100.00
• QuickBooks	\$ 372.72
• Longmont Open	\$ 12,620.29
• League Coordinator Salary	\$ 2,500.00

Net income for the period from January 1, 2023
through December 31, 2023: \$ - 363.01 *

Total Liabilities & Equity \$ 15,872.50

*LTA operated at a deficit in 2023 for the following reasons:

1. LTA, like other Front Range tennis associations, now pays our league coordinator.
2. Due to demand around winter tennis, we now operate one porta potty at Quail year-round.
3. With the move to our new web platform and with the ability to pay via PayPal/credit card, we have moved from a membership that paid primarily via check to a membership that utilizes PayPal. Consequently, we now have significant payment processing fees for membership and league payments.
4. We over-purchased tennis balls for the Longmont Open. These extra balls will be used during 2024 for socials and Saturday drop-ins.