



MOUNTAIN VIEW
TENNIS

ANNUAL REPORT August 2018



Mountain View Tennis' mission is to implement a community-oriented model to make Cuesta Tennis Center one of the premier public tennis facilities serving a diverse group of players.

Our primary goal is to serve residents of Mountain View, but we also attract players from surrounding cities and beyond. We provide tennis instruction through Recreational classes, small group classes, and private lessons. We have a pro shop staff that manages the court scheduling and makes sure the courts are kept clean and well maintained. We work with the city to make sure any necessary major repairs are taken care of on the courts and in the clubhouse.

Key bullet points:

- User groups
- Todd Dissly as Director of Tennis
- MVT Free Clinic Day
- Court reservation system
- Recreation Program
- Mountain View Open
- Mubadala Silicon Valley Classic Demo
- Roger Federer Match for Africa Ballkids
- Partnership with YMCA
- Play Opportunities for Young Adults (partner with USTA)
- Mountain View Junior Team Tennis
- St. Francis High School Tennis Teams
- Mountain View Tennis Club
- Tournaments
- Coaches Training
- Communication with the Community
- Facility Maintenance and Upkeep

User Groups

As part of our community-oriented model, we have to balance the needs of a wide variety of players. Part of the challenge is that while their needs are different, their desired court times overlap. While it is a challenge, it is also a blessing that the tennis center is considered a great place to play by so many people.

Our player population consists of:

Walk-on court use (residents and non-residents)
General reservations (residents and non-residents)
Adult and Junior Recreational classes
Summer Tennis Camps (MVT, YMCA, and St. Francis)
Private lessons and small groups by MVT Pros
Saint Francis High School Girls' Tennis Team (Fall) and Boys' Tennis Team (Spring)
Junior Team Tennis (Fall and Spring), run by parents and volunteers
USTA League matches and Interclub Reservations
USTA Sanctioned Tournaments (Mountain View Open and South Bay NTRP)
Special Events (Play Days, Sectional Training Center Camps, Early Development Center Camps, Social Nets Young Adult Events)

Notable Items

Todd Dissly as Director of Tennis

Todd Dissly, partner and one of the founders of Mountain View Tennis, has stepped into the role of Director of Tennis since August of 2017 when Jenny Taylor, our Director of Recreational Tennis, left to move to the East Coast. In his new role, Todd has restructured the player pathway for our students to make it clearer where players should enter our program and how they can progress. He also designs the curriculum and structure of our classes and trains our coaches to maintain consistency throughout our program. In his new role, Todd is on court full time teaching classes in addition to his other responsibilities, so our programs benefit from his presence in addition to his guidance!

MVT Free Clinic Day



In April, we held a free clinic day where we invited adults and juniors alike to join us for a free clinic. Despite the threat of rain throughout the day, we had a great turnout. Many players brought along their whole family, and it was an opportunity for everyone to enjoy tennis at the same time. Some family members played together while others joined with players of the appropriate age and level. Everyone had a great time, and many of our primary coaches were out there volunteering their time.

Court Reservation System

Our Online Court Reservation System continues to be popular with our players. We now have over 2000 players who have voluntarily registered in our system. Most advance reservations for courts are made online (vs. in person or over the phone through the pro shop staff).

Recreation Programs



In the period from Fall, 2017 to Summer, 2018 we had a total of 2102 registrations for our recreation program compared to 1748 registration for the prior year period. There were 1215 juniors and 827 adults. 60% of our juniors and 63% of our adults are Mountain View residents. The next highest city is Los Altos, with 6% of juniors and 13% of adults.

We have modified our Junior Pathway to make it clearer where new students should enter our program and where existing students should go. We have also added some new classes to fill in the gaps between our recreational and competitive programs for recreational players who want to continue to improve and for players who want to go the competitive route, but aren't quite ready yet for the competitive program.

In response to requests for more point play opportunities, we have added some classes for both 10 and under players and players 11 to 15 to get point play opportunities in addition to their regular classes. This has been met with enthusiasm, and these classes were almost immediately close to capacity from the first time they were introduced.

50th Mountain View Open

The 2018 Mountain View Open was our 50th running of the tournament, making it one of the longest running Open tournaments in Northern California. This year, the tournament returned to a two weekend format in order to make the schedule more accommodating for



the players and to allow some schedule flexibility in case of rain. As fate would have it, some rain did interrupt play that would have made it difficult to complete the tournament with the one weekend schedule.

The 2018 tournament had 164 entrants from a variety of backgrounds. We had Division I college players, players who have had world rankings, top junior players, teaching pros, as well as local adults who wanted to test their games against high level players. This year, a player on the Harvard Tennis Team prevailed over a player entering USF in the fall in the men's final. In the women's final, a top junior player was victorious over a player who will play for University of Michigan this fall. Many spectators from around the area came out to watch the matches and support the tournament. According to the players, the Mountain View Open has the largest crowds of any Open tournament in NorCal.

Mubadala Silicon Valley Classic Demo



Mountain View Tennis was given the opportunity to do a 10 and under tennis demo for USTA Net Generations at the Mubadala Silicon Valley Classic WTA

professional women's tournament where Serena and Venus Williams played. We took ten of our 10 and under students for an on court demonstration before the finals. It was a once in a lifetime experience for our kids who will remember it for years to come!

Roger Federer Match for Africa Benefit



Mountain View Tennis got the once in a lifetime opportunity to bring a group of our players to be the ball kids on court for Roger Federer's charity benefit for the Match for Africa at the sold out SAP Center in San Jose and meet Roger Federer himself, arguably the greatest tennis player of all time. Not only were our kids the exclusive ball kids for the event, one of our ball girls was picked to play a couple of points against Federer during the match. She even won a point, and the video went viral!

Partnership with YMCA

Mountain View Tennis continued its partnership with the local YMCA where we teach the tennis portion of their all day sports camps. This is a mutually

beneficial arrangement where we fill a need for them, and we get income during a time (summer weekday early afternoons) when the courts are usually unused. This year, we taught two week-long camps for the Silicon Valley YMCA.

Play Opportunities for Young Adults

In 2018, we continued to work with the USTA Social Nets team to hold events catered to the 18-39 year old demographic. Like last year, we held a Social Nets League on Saturday late afternoons.

We get a good mix of players from the Mountain View Tennis Club, players from USTA League teams, and other young adults. The league is a nice mix of competition and social gathering that attracts a wide range of players, and there are usually new players who get recruited to join the Mountain View Tennis Club.

Mountain View Junior Team Tennis

Mountain View Tennis continues to host the courts for Junior Team Tennis during the Spring and Fall seasons. During the Junior Team Tennis seasons, we donate about \$3000 worth of court time for their matches and practices. Starting in the Fall of 2014 Mountain View Tennis also started providing insurance for Junior Team Tennis since the Mountain View Tennis Club was no longer able to do so. Junior Team Tennis consists of mostly 10-15 year olds from Mountain View (and a few from outside of Mountain View when there is room). The entire league is hosted at Cuesta Tennis Center and players are split up into teams that rotate and play one another. The league is run by volunteer coaches and parents.

Saint Francis High School Tennis Teams

Saint Francis High School continues to use Cuesta Tennis Center as their home courts. We work closely with the girls' and boys' coaches (both varsity and JV) throughout their seasons. We also host the WCAL league tennis tournament for the girls and the boys, which takes two days at the end of the season, usually in the middle of the week and during the day.

Mountain View Tennis Club

We have been continuing our partnership with Mountain View Tennis Club. The club has helped us by providing volunteers for the Mountain View Open

as well as publicizing some of our events to their members. In turn, we have helped them by publicizing their club in our email blasts to our students as well as attending most of their monthly board meetings.

Tournaments

The only major outside tournament we hosted this year is the South Bay NTRP tournament, which we've hosted for several years now. This tournament holds divisions from 3.0 to 5.0, so it's an opportunity for players of many different abilities to compete in a tournament at their level. In August, 2018, the tournament attracted 141 entrants, many from Mountain View and the surrounding area, including several Cuesta regulars. The tournament was designated a Gold Series Tournament for 2018, a category reserved for the best tournaments in Northern California. This is an example of a high quality event that is available to another user group at Cuesta, the adult tournament player.

Coaches Training

Todd Dissly ran a 10 and Under Tennis Professional Tennis Registry workshop to certify coaches to teach 10 and under students. The Professional Tennis Registry is a worldwide organization for professional tennis coaches.

Todd has also introduced new curriculum into our classes to reinforce what students learn from class to class. He continues to train our coaches on this new curriculum to maintain consistency across our classes.

We also ran training for our assistant coaches before the summer season (the primary season when we make use of assistant coaches).

Communication with the Community

Mountain View Tennis continues to use various means to stay in touch with the community.

- Mountain View Voice Summer class guide in Mountain View Voice (paid)
- Free calendar placement in Mountain View Voice and Los Altos Town Crier
- Banner across El Camino for Mountain View Open – up for two weeks. (paid)
- Neighborhood associations – Next Door, Cuesta Park Neighborhood Association
- Email blast through Constant Contact – we notify past students of our new classes and we notify existing users of events and maintenance that may affect the availability of courts.
- Community Meeting
- Article about the MVO in Los Altos Town Crier
- Mountain View Spring Parade

John Togasaki, the General Manager, is on site almost every day interacting with players and customers, getting feedback about concerns from players and keeping up on the pulse of the tennis center.

Our Office Manager, Natalie Johnson, who does a little of everything to help our operation run smoother. She handles many of our HR tasks, announcements and press releases, coordinated volunteers for the Mountain View Open, and works in conjunction with our pro shop manager to keep the pro shop running smoothly.

We participated again in the Mountain View Spring Parade together with members of TAB and the Mountain View Tennis Club. We gave many free lessons at our booth and answered questions about our programs.

We have been using Facebook and Twitter to make announcements as well as to post pictures of events. We also make announcements about weather cancellations so people can get real-time notifications. When classes are cancelled, we update our outgoing voicemail message so people can call in for the latest status.

Facility Maintenance and Upkeep



All of our courts were newly resurfaced in August, 2017. We have restarted our court washing program, where we pressure wash the courts once a month now that the drought restrictions have lifted. We limit washings to once a month rather than twice a month in order to be conscious of the drought.

We use leaf blowers to blow off surface debris once a week from all courts and we do spot blowing of the courts as needed throughout the week.

The Pro Shop staff inspects the courts regularly for maintenance issues, and makes sure the courts are kept clean, picking up debris and blowing the courts clean as necessary. They also report any issues that need to be escalated to the city, such as torn nets, torn windscreens, or needed repairs to the court surface. The Pro Shop staff also makes sure the bathrooms/locker rooms are maintained and stocked with supplies.

Something for the entire family - all in one place



Mountain View Tennis is unique in that it has tennis activities suitable for almost every type of player. Parents like the fact that they don't have to shuttle their family all over the South Bay in order to find the right program. They take care of most of their tennis needs at Cuesta Tennis Center. Players take advantage of any combination of walk-on courts, reservations, recreation classes, private lessons, junior team tennis, USTA leagues, and tournaments. We take great pride in managing Cuesta Tennis Center in a way that benefits the most people. It's a privilege to be able to help so many different types of people enjoy the game of tennis!