



Dallas Park & Recreation

**TENNIS CENTERS
PROGRAM OVERVIEW AND CONTRACT STATUS
UPDATE**

**Park and Recreation Board
January 12, 2017**

Tennis Center Contract Status Update

- Contracts with tennis professionals were approved by City Council on May 23, 1979 to provide professional instruction and management of the City's five tennis centers offering
 - Tennis merchandise and racket repair
 - Private, semi-private and group lessons
 - Daytime and evening leagues for all ages
 - A variety of training equipment (e.g., ball machines) are available at each site and may be rented to sharpen skills
- Contracts expire at the end of September 2017
- Past RFPs and current contracts have the City setting pricing for court fees
- Staff is seeking direction from the Park Board on an RFP process that allows additional opportunities for the vendors
 - Propose new court fees which would allow competitive pricing by center
 - Encourage responders to be creative in pricing based on market
 - Encourage responders to be creative in revenue sharing with the City
 - Encourage responders to include capital improvements in their proposals
- Proposals will be evaluated by a committee of five and the contracts should be available to Park Board in May or June for approval

BACKGROUND

- Five tennis centers are operated by individual tennis pros and charge fees for court access and other services
- The five tennis centers are separate operations from tennis courts within individual parks throughout the City which provide for free play opportunities
- City budgets \$100,000 per year for court resurfacing and purchasing of court supplies (wind screens, nets, and other accessories)

Tennis Revenue and Expenses

Expenses

2014	2015	2016	3 Year Average
\$ 153,875.35	\$ 280,609.13	\$ 516,107.31	\$ 316,863.93

Revenue

2014	2015	2016	3 Year Average
\$ 99,921.00	\$ 101,939.00	\$ 80,473.00	\$ 94,111.00

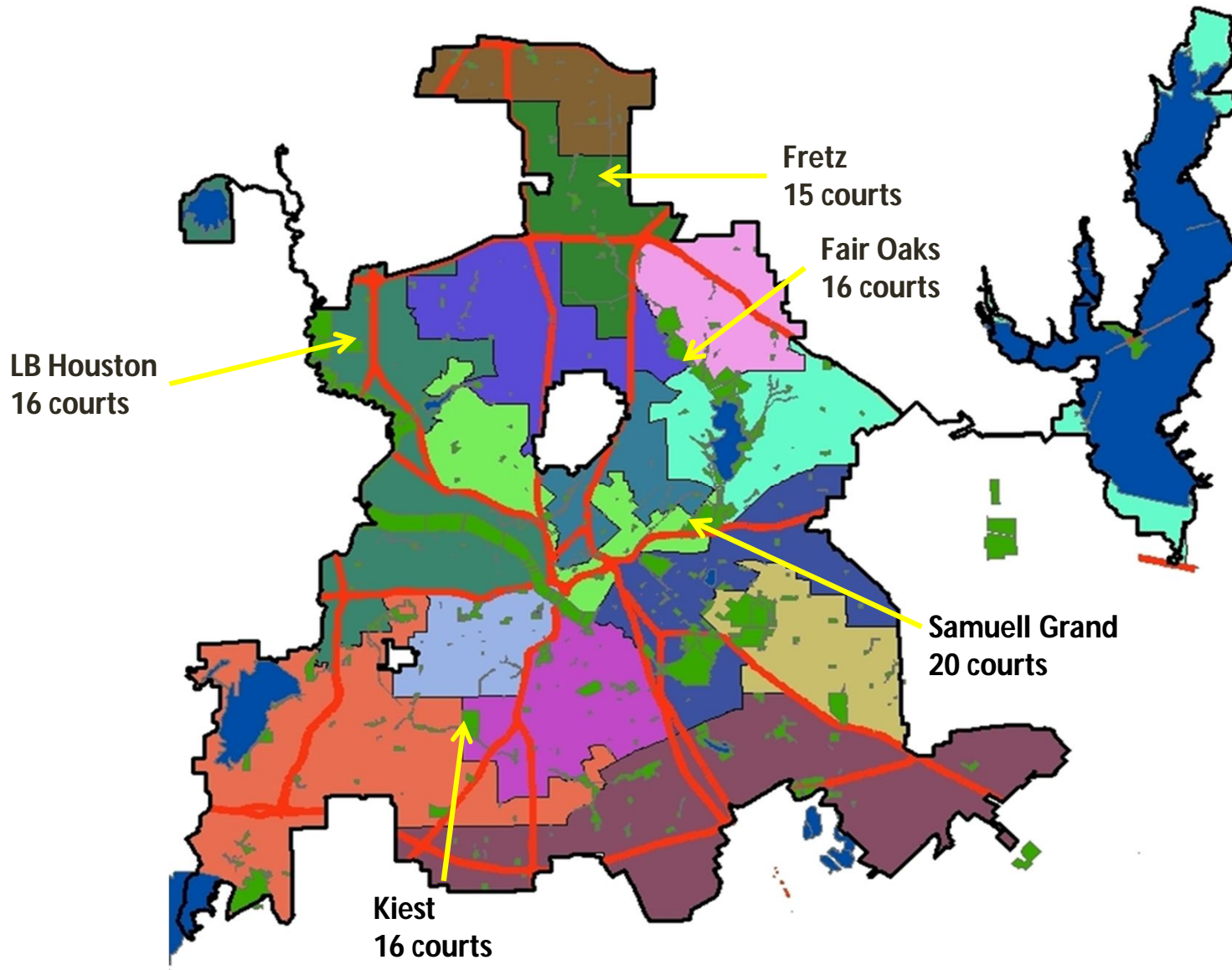
Court Fees

- Court fees are set by the City and have not been increased since January 2010
- Tennis pros set all other fees based on their business plan and market pricing

Survey taken November 11, 2016

	Dallas	Arlington	Carrollton	Garland	McKinney	Mesquite	North Richland Hills	Plano	Richardson
Indoor/Covered Courts Fees	N/A	N/A	N/A	N/A	*Construction begins on new covered courts Jan. 2017	\$5.00 per person \$4.50 (14 and under & 55 or older)	N/A	N/A	N/A
Outdoor Court Fees	\$2.50 - Fair Oaks, Samuell Grand, Kiest \$3.00 - Fretz, LB Houston	\$3.50	\$2.50 Resident \$4.00 Non Resident	\$2.00	\$3.50 Resident \$4.50 Non Resident	\$2.00 per person \$1.50 (14 and under & 55 or older)	\$3.50	\$2.50 (17 and under) - Resident \$3.00 (18 and older) - Resident ----- \$3.25 (17 and under) - Non Resident \$4.00 (18 and older) - Non Resident	\$3.00
League Fees (use of court)	League fees are set by the tennis pro which includes applicable court fees	\$36.00 6 weeks no addt'l court fees	\$59.00 Resident \$65.00 Non Resident 8 weeks	\$42.00 6 weeks	\$55.00 7 weeks \$3.50 Resident \$4.50 Non Resident	\$35 8 weeks	\$40.00 8-10 weeks	\$50.00 5 weeks	\$30.00 8 weeks
Tournaments Fees (use of court)	\$5.00 – Fair Oaks, S. Grand and Kiest \$6.00 – Fretz and LB Houston	cost included in USTA fees	\$2.50 Resident \$4.00 Non Resident	\$2.00 per person	Subject to size of tournament	\$2.00 per person	\$7.00 - Singles \$14.00 - Doubles per court	\$19.50 per court	\$5.00 per court

LOCATIONS



COMMUNITY IMPACT AND AUDIENCE

- Average over 100,000 court rentals each year
- Draw players from surrounding communities and as far north as McKinney
- Strong summer camp program
 - Partnership with Dallas Tennis Association (DTA) and National Junior Tennis League (NJTL) provides free instruction to Dallas youth
 - Recreation center program has over 1,500 participants each year



FAIR OAKS TENNIS CENTER



- Head Pro: Donny Rains
- 16 lighted courts

Quick Facts

- Averages 21,546 court reservations
- Averages \$21,106 in City revenue
- Strong tournament and league play
- Susceptible to flooding
- Strong player base from Plano and Richardson



FRETZ TENNIS CENTER

- Head Pro: Duey Evans
- 15 lighted courts



2013 3.5 Over 40 Men National Champions



Quick Facts

- Assumed contract after original tennis pro opted to terminate his agreement
- Averages 22,840 court reservations
- Averages \$24,114 in City revenue
- Active community engagement

L. B. HOUSTON TENNIS CENTER

- Head Pro: Andrea Rains
- 16 lighted courts

Quick Facts

- Averages 24,490 court reservations
- Averages \$25,857 in City revenue
- Growing junior programs
- Flood of 2015 significantly impacted facility and programs
- Organized leagues and teams



KIEST TENNIS CENTER



Head Pro: James Thomas
16 lighted courts

Quick Facts

- Averages 15,619 court reservations
- Averages \$6,506 in City revenue
- Located in the heart of Oak Cliff
- Significant community involvement
- Provided lessons to over 3,500 participants
- Strong junior programs in partnership with NJTL

SAMUELL-GRAND TENNIS CENTER

Head Pro: Duey Evans
20 lighted courts

Quick Facts

- Averages 21,964 court reservations
- Averages \$16,527 in City Revenue
- Increasing of league playing out of SGTC from 2 to 15 leagues
- Strong instructional program for both adults and juniors
- Host to 2015 Davis Cup Tie events
 - over 3,500 junior participants citywide
 - 25 adult teams competed in a Davis Cup format



Summary

- Staff is seeking Park Board guidance on moving forward with a Request for Proposal (RFP) allowing tennis pros to propose fees versus City setting court fees; allowing proposals to include capital investments; and allowing for consideration of revenue sharing opportunities within the RFP process
- Specifications for the RFP will be finalized based on Park Board guidance
- Specifications advertised and awarded through Business Development and Procurement Services (BDPS)
- Proposals will be evaluated by a committee of five City staff and the contracts should be available to Park Board in May or June for approval



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