

# ***NETRESULTS-All American Tennis***



## **CITY CLERK**

City Hall East Wing 401 South Park Avenue  
Winter Park, Florida 32789

## **RFP-7-2013 Tennis Management Services**

***NETRESULTS-All American Tennis, LLC***

***David MacBurnie, USPTA***

***Len Simard, USPTA***

***617.875.9192***

***P. O. Box 81313***

***Wellesley Hills, MA 02481***

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# ***NETRESULTS-All American Tennis***



## **RFP-7-2013 Tennis Management Services**

### ***Cover Letter***

City of Winter Park  
City Hall East Wing 401 South Park Avenue  
Winter Park, FL 32789

January 8, 2013

Dear Search Committee Members:

The NETRESULTS – All American Tennis Management Team fully comprehends the scope of work and responsibility of operating Winter Park Tennis Center for the city of Winter Park for a period of 1 year. Additionally we understand that this proposal remains in effect for ninety (90) days.

It is a privilege to be considered for the opportunity to provide tennis services for the Winter Park community at the Winter Park Tennis Center. NETRESULTS / All American LLC Tennis Management specializes in municipal tennis development with progressive recreation departments to create diverse, full service programs for the enjoyment of the entire community. We are setting the bar in municipal tennis development for the future.

My name is David MacBurnie, Owner and President of NETRESULTS. As you will see from the information provided, NETRESULTS has exceptional experience in managing and successfully transforming tennis operations into active, viable and thriving facilities. NETRESULTS is considered one of the leading municipal facility management companies in the Industry.

Len Simard is the Owner and President of All American Tennis and has over 30 years of experience directing high end private clubs in North America. He is a USPTA Master Professional specializing in innovative programming, staffing and providing the utmost in customer service in each of his 5 Star facilities.

The combined skill set of NETRESULTS / All American Tennis will ensure our place as THE LEADERS in municipal tennis facility management across the country. We have been making tennis surge as a vibrant source of health and wellness for our entire careers and look forward to the opportunity to make Winter Park another municipal success story for your community to enjoy for many years to come.

David MacBurnie



Date

12/26/12

David MacBurnie, NETRESULTS Tennis LLC  
Owner  
PO Box 818313  
Wellesley Hills, MA 02481  
617.875.9192 C  
781.239.1442 F

Len Simard, All American Tennis LLC  
Owner  
10240 Trout Rd  
Orlando, FL 32826  
407.491.6079 C  
407.876.4415 F



# ***NETRESULTS-All American Tennis***



## **RFP-7-2013 Tennis Management Services**

### ***Experience and Qualifications***



## Experience and Qualifications

NETRESULTS Tennis is owned by David MacBurnie who has been managing municipal tennis operations since 1990 with a significant level of success. NETRESULTS operated the tennis center for the city of Pompano Beach, FL that facilitated over 65,000 players annually, directed 28 adult teams and programmed for a membership of 600.

In Brookline, we have provided tennis management services since 2006 to over 2,250 families in the community at 4 different facility sites. We operate at an 8 hard court facility, an indoor facility, a 6 clay court facility, a school with 5 courts in addition to providing after school programs for 3 grammar schools. The track record that we have established with the Brookline community operating and successfully managing multiple sites has been a major enhancement for the recreation department and the community alike.

In June of 2009 we were selected among a very competitive field of experienced firms to manage and operate the 2 tennis jewels for the town of Palm Beach; Seaview Park Tennis Center, located in the heart of downtown Palm Beach and Phipps Ocean Park Tennis Center, constructed in 2006 to facilitate the tennis growth on the south part of the island. Both tennis centers were selected by the USTA as Municipal facility of the Years in 2006 and 2009. Seaview facilitates a vibrant program that encompasses developmental and high performance training for adults and juniors, adult team play, USTA events and a significant social program calendar. In our two years of partnering with the town of Palm Beach, we have enhanced revenues in both memberships and court fees as a result of our creative calendar of events, outstanding customer service and an instructional program that is unlike any other in the industry. Tennis programming revenues are up over 40% since we began transforming what was once a haven for private lessons into a vibrant environment that focuses on group instruction that creates more cardio, more enjoyable learning and the opportunity to hit a ton of balls each workout.

Len Simard is the current Director of Tennis at the Isleworth Golf and Country Club in Windermere, Florida. Len is also the Director at the New Canaan Field Club in Connecticut and has served in these capacities for 6 and 13 years respectively. He has also run the Wellington, FL. Club which was the largest team tennis facility in the state, encompassing two facilities with 24 courts. Len has been running the most prestigious clubs throughout North America for the past 30 years.

Len is a past USPTA Florida Division President, member of National USPTA Committee's, frequent lecturer at USTA and USPTA conferences, conventions and educational seminars. He is a 3 time Professional of the Year and two time Player of the Year by the USPTA. Len is the President of All American Tennis LLC. All American Tennis LLC is a tennis management company that specializes in Resorts and Clubs.

Bringing both skills sets into one package resulted in NETRESULTS / All American Tennis incorporating in 2010 to become the leaders in the US of municipal tennis management. Last fall we were selected from more than 20 national firms to operate one of the largest facilities in Florida, the Tampa Tennis Center at the Hillsborough Community College. Our efforts to "Refurbish, Re Energize and are Ready for You" became our mantra to help the community understand that help had arrived. As of today, we have completely resurfaced and provided all new court irrigation to our 10 clay courts, resurfaced all 13 hard courts and became partners with the USTA and HCC as the proprietors of Florida's only 10 & Under facility with 18 brand new courts.. The 10 & Under complex is comprised of twelve 36' permanent courts for ages 5-8 and six 60' courts for ages 9-10. We have developed a dedicated website that is getting close to 1,000 visitors a month and partnered with many community leaders; the Hillsborough County Schools, the USTA, the local community tennis association, the city of Tampa Parks and Recreation and many local schools all since February 2011. We have become a tennis community hub again with a significant amount of programming for all ages and levels of play for the community to enjoy. The facility will be home to more than 4 State Tournaments, 15 sanctioned tournaments in conjunction with the USTA for all levels, and more than 20 local teams and once again becoming the hub for all tennis activity in Tampa.



## Current Client Portfolio

### Municipal partnerships

**Brookline:** Managing and providing tennis services to the Brookline community at 4 facilities that currently serve over 2,200 families. [www.netresultstennis.net](http://www.netresultstennis.net)

**Palm Beach:** Managing and providing tennis services to the Palm Beach community at Phipps Ocean Park and Seaview Tennis Centers, both chosen as top USTA Facility of the Year. [www.palmbeachtennis.us](http://www.palmbeachtennis.us)

**Tampa Bay:** Manage and operate Tampa's largest municipality (41 courts), Florida USTA's largest 10 & Under facility (complete with 18 courts) along with 10 clay courts and 13 hard courts all lighted for evening play. We host a significant amount of USTA tournament and team play, high school team play, college team play in addition to a full menu of instructional and social programs at Tampa Tennis at HCC. [www.tampatennis.net](http://www.tampatennis.net)

### Private Club Partners

**Isleworth Country Club:** Isleworth is owned and operated by the Tavistock Group, a multi billion dollar company. The Club is regarded as one of the most recognized clubs in the Country for its tennis, golf and service. Isleworth G and CC is annually awarded the honor of being named to the "Platinum Clubs in America" list and typically listed as one of the top Residential Country Club communities in America.

**New Canaan Field Club:** This equity family club has been the leader in tennis services for more than 55 years. It is renowned as the top summer tennis program in New England. With over 350 junior players, 7 ladies teams and 6 men's teams and a complete tennis social calendar this 10 court facility perennially has a 3-5 year wait list to become a member.

**DAVID MACBURNIE**  
**P O Box 81313 Wellesley Hills, MA 02481**  
**[dmacburnie@comcast.net](mailto:dmacburnie@comcast.net) (617) 875-9192**

## **SUMMARY OF QUALIFICATIONS**

**Offering over 29 years experience** as a comprehensive Director of Tennis gained through associations with respected tennis facilities throughout the US east coast. Proven ability to work effectively with individuals of all ages and backgrounds.

**Strong organizational and planning skills...** Able to coordinate, schedule and present the industry's most innovative programs, social events, tournaments, lessons and lectures. Experience in pro shop ownership and management, facility promotion, inventory management and sales maximization, an outstanding team motivator and staff supervisor.

## **PROFESSIONAL EXPERIENCE**

June 2002 – Present **NETRESULTS TENNIS MANAGEMENT**, Wellesley Hills, MA

Founder and Managing Partner

- \* Responsible for creating, marketing, implementing and managing tennis programs for tennis facilities.
- \* Hire, supervise and provide ongoing training and support for all professionals and staff.
- \* Currently provide tennis services to over 6,800 families within our management operations.

**TAMPA TENNIS AT HCC**, Tampa Bay, FL [www.tampatennis.net](http://www.tampatennis.net)

Operate 41 courts at the Hillsborough College campus, formerly managed by the city of Tampa. We are the proprietors of Florida USTA's only 10 & Under Tennis Facility. In 3 short months we completely transformed the tennis center by resurfacing 10 clay lit courts, resurfaced 13 hard lit courts and provided support of the construction of USTA Florida's only 10 & Under facility that consists of (12) 36' courts and (6) 60' courts that are all lighted. We operate a turnkey facility for our partner, the Hillsborough Community College, to provide management of all tennis operations; instructional, marketing, and staffing. Successful marketing plan includes user friendly website and a full service office staff to provide the community with the highest level of customer service. Successful program development include: Adult team tennis; ladies and seniors, daily drop in round robins, weekly mixed doubles, USTA tournament host along with weekly 10 & Under Festivals which encompass team play. Work as partners with Hillsborough County Schools, HC Community Tennis Assoc. and the USTA for all 10 & Under training, competitions and new programs. We are also a USTA Schools partner, provide after school programs, and USTA Adult & Junior Team Tennis.

**PALM BEACH RECREATION**, Palm Beach, FL [www.palmbeachtennis.us](http://www.palmbeachtennis.us)

Operate 2 tennis centers; Seaview Park TC and Phipps Ocean Park TC. Both Centers have been named by the USTA as one of 2009's top municipalities in the country. Direct all instructional tennis operations; instructional, marketing, and staffing. Successful marketing plan includes user friendly website and a full service office staff to provide the community with the highest level of customer service. Our staff is comprised of all USTA professionals that are either former players or coaches on the ATP Tour. Successful program development include: Adult team tennis; ladies and seniors, daily drop in round robins, weekly mixed doubles, USTA tournament host and pro exhibitions. Instructional program includes: Cardio Tennis, community based "Power Hour" programs, "Jam Week" camps and High Performance programs. We are also a USTA Schools partner, provide after school programs, and USTA Adult & Junior Team Tennis.

**BROOKLINE RECREATION**, Brookline, MA [www.netresultstennis.net](http://www.netresultstennis.net)

Operate 3 tennis facilities: 8 hard courts, 6 clay and 4 indoor. Direct all instructional tennis operations; instructional, marketing, maintenance and staffing. Successful marketing plan includes user friendly website and a tennis hotline to provide the community with the highest level of customer service. NETRESULTS facilitates the needs of 1,950 families in our first 4 years. Successful program development includes: Rally Nites, Community Block Party, USTA Schools partner, Brookline after school programs, USTA Adult & Junior Team Tennis, "Game Matching" Service and "Brookline on the Move" partner.

### **Former Client List:**

#### ***SUFFOLK RECREATION, Suffolk, VA***

- \* Responsible for all tennis operations; instructional, marketing, staffing, setting and maintaining budgets, court construction, maintenance, reservations, and usage.
- \* Operated 10 courts for community. Supervised all team, social and tournament play. Staffed and maintained a full service pro shop.
- \* Increased community participation in events, activities and lesson programs by over 45%.

#### ***EASTERN YACHT CLUB, Marblehead, MA***

- \* Responsible for all tennis operations; instructional, marketing, staffing, setting and maintaining budgets, court construction, maintenance, reservations, and usage.
- \* Directed 4 Har-Tru and 2 deco courts for 500 members. Supervised all team, social / tournament play. Staffed and maintained a full service pro shop with average inventory \$20,000.
- \* Programs included a junior program of 250 juniors and facilitated over 120 hours of instruction / wk.
- \* Increased member participation in events, activities and lesson programs by over 35%.
- \* Designed in conjunction with General Manager an interactive club website that maintained all current programs, results, photos and upcoming events for the EYC tennis season.
- \* Annual host for Tenacity fundraiser. Non profit educational and tennis program for under privileged.

#### ***Feb 1999 - June 2002 WIGHTMAN TENNIS CENTER, Weston, MA***

Director of Tennis

- \* Responsible for all tennis operations: program development, instructional and marketing
- \* Directed 12 Har-Tru and 4 indoor courts for 1200 members. Supervised all team, social and tournament play. Staffed and maintained full service pro shop.
- \* Redesigned the entire social, team and activities program, increasing participation to over 40% Hosted 2 major Sectional events annually for USA / NE Tennis; 45 Men's Sectionals and the Paul Revere Cup (Senior Sectionals)
- \* Full programming including a large Junior Development program for over 125 juniors that included all levels of training, in house competitions and a tournament traveling team. Developed Jr League play for advanced levels and introductory levels that included 12 area clubs.

#### ***Aug 1995 - Feb 1999 WACHESAW PLANTATION CLUB, Murrells Inlet, SC***

Director of Tennis

- \* Departmental Head responsible for all tennis operations; instructional, marketing, staffing, setting and maintaining budgets, court construction, maintenance, reservations, and usage.
- \* Directed 8 Har-Tru courts for 600 members. Supervised all team, social and tournament play. Staffed and maintained a full service pro shop.
- \* Hosted the South Carolina Open and 30's state championships along with the Southern USPTA Championships. Secured sponsors for each of the events annually.
- \* Area Coordinator for USTA Tennis 1, 2, 3 instructional program.
- \* G.S.T.A. Program Director: Created / administered community programming for over 725 juniors and adults.
- \* Waccamaw High School Tennis Consultant: designed and implemented training program.

#### ***Feb 1995 - July 1995 ATP TOUR, Ponte Vedra Beach, FL.***

Coordinator ATP Smash Tennis

- \* Integral part of Tennis Industry Association's large scale new player marketing program designed to increase tennis participation nationwide.

#### ***Sept 1990 - Feb 1995 TENNIS CENTER OF POMPANO BEACH, Pompano Beach, FL***

Municipal Director of Tennis Operations

- \* Departmental head responsible for all tennis operations: instructional, marketing, staffing, setting and maintaining budgets, court construction, maintenance, reservations, and usage.
- \* Directed 16 Har-Tru courts (soft) for over 650 members and 68,000 seasonal players annually.
- \* Supervised 28 adult teams, all social play and hosted numerous USTA/FTA and USTPA events.

#### ***Sept 1982- Sept 1990 FLORIDA YACHT CLUB, Jacksonville, FL***

Director of Tennis

- \* Departmental head responsible for all tennis operations: instructional, marketing, staffing, setting and maintaining budgets, court construction, maintenance, reservations, and usage.
- \* Directed 10 Har-Tru courts (soft) for over 450 members. Supervised all team, social and tournament play. Staffed and maintained full service pro shop.
- \* Supervised over 150 ladies team participants, 40 men's team participants and provided scheduled league matches accompanied by practices for each team.

## **PROFESSIONAL ACHIEVEMENTS**

- \* USPTA Specialist in Competitive Player Development 2004
- \* USA Tennis High Performance Coaching Certification 2004
- \* USPTA School of Pro Shop Business, USPTA Continuing Education, Sept 2000
- \* GSTA Player of the Year, 1998
- \* USPTA School of Club Operations, USPTA Continuing Education, Feb 1994
- \* Inducted into the Newburyport High School Hall of Fame, 2009

## **AFFILIATIONS / CERTIFICATIONS**

- \* Active United States Professional Tennis Association since 1988, Professional 1 Rating.
- \* NATIONAL ADVISORY STAFF; Head / Penn Racquet Sports
- \* "Brookline On The Move" Partner. Local health / wellness initiative that serves the community
- \* NETRESULTS' National Partners: USTA, Tennis Industry Assoc, HEAD/Penn
- \* National Partnerships: USTA, TIA, HEAD / Penn, SmartWater, Academia Sanchez-Casal

## **PLAYING EXPERIENCE**

- \* 2009/10 New England Men's 50 Sectional Singles Champion
- \* 2007/09/10/12 Atlantic Coast Cup (#1) Sectional team champions (NE, East, Mid Atlantic & Middle States)
- \* 2007-10 Friendship Cup (#1) International champions against Canada (8-0 record)
- \* 2000 USTPA National Singles # 9
- \* 2000 USTA Talbert Cup (New England # 1)
- \* 1997/1998 USTA Senior Cup (South Carolina # 2)
- \* 1997/1998 USTA / SC State 30 Singles Champion, 97/98 Year-end # 1
- \* 1997/1998 USTA / SC State 35 Singles Champion, 97 Year-end # 1
- \* 1995 USTPA National Singles # 6
- \* 1995 USTA National Men's 35 Clay Court Semi Finalist (Singles / Doubles)
- \* 1995 USTA National Intersectional Team Champion, (Florida)
- \* 1995 USTA / FTA Men's 35 Doubles Champion, Year end #1
- \* 2 Time All Sunshine State Conference (1979-80), Rollins College

## **EDUCATION**

**ROLLINS COLLEGE**, Winter Park, FL 1977-1981

Received Bachelor of Arts Degree in Business and Communications

## **PROFESSIONAL REFERENCES**

Gerry Kelly, Recreation Supervisor  
Town of Brookline  
Elliot St  
Chestnut Hill, MA  
(W) 617.730.2059

Jay Boodheshwar, Director of Recreation  
Town of Palm Beach  
340 Seaview Ave  
Palm Beach, FL 33480  
(561) 838-5485

Tim Tracey, Recreation Director  
City of Pompano Beach  
1801 NE 6th St  
Pompano Beach, Florida 33060  
(W) 954.786.4191

# LEN SIMARD

8068 Canyon Lake Circle • Orlando, FL 32835 • Summer: P.O. Box 357, New Canaan, CT 06840 Cell: (407) 491-6079 •  
Email: [lwsimard@aol.com](mailto:lwsimard@aol.com)

## PROFESSIONAL OBJECTIVE

Secure position as **TENNIS DIRECTOR** allowing for the expansion and enhancement of current programs while continuing the development of new and innovative events with extraordinary, seamless service.

## PROFESSIONAL PROFILE

- Dynamic professional with nearly 30 years of Tennis Business Management experience.
- Creative innovator, with outstanding analytical skills and attention to detail.
- Enthusiastic motivator, with strong people skills and leadership ability.
- Diplomatic visionary who is able to make clients happy.
- Hard working organizer dedicated to excellence in service and building relationships.
- Personable communicator, who thinks positively, values creativity with a genuine interest in people.
- Highly educated within the industry.

## AREAS OF EXPERTISE

- |                           |                         |                          |
|---------------------------|-------------------------|--------------------------|
| • Customer Service        | • Special Events        | • Multi-Task Management  |
| • Customer Relations      | • Round Robins          | • Staff Management       |
| • Planning & Organization | • Lesson Plans          | • Problem Solving        |
| • Activities Coordination | • Club Tournaments      | • Tennis Exhibitions     |
| • Program Activities      | • Men's & Ladies' Teams | • Junior Interclub Teams |
| • Interpersonal Relations | • Leagues               | • Junior Clinics & Camps |
| • Stroke Development      | • Court Maintenance     | • Coaching               |
| • Volunteer Coordination  | • Social Events         | • Budgeting              |
| • Pro Shop Ownership      | • Facility Promotion    | • Facility Design        |
| • Teaching Methodology    | • Lectures              | • Charity Fundraisers    |

## PROFESSIONAL BACKGROUND

**Tennis Training and Management skills include the proven ability to** plan, organize, and manage the tennis program for exclusive private country clubs and organizations, which include: evaluating operational requirements (programs, resources, equipment); coordinating facilities, special events, competitions, and pro shop; and monitoring activities to ensure quality customer service in compliance with organizational goals and objectives.

## PROFESSIONAL EXPERIENCE

2010  
To  
Present

ALL AMERICAN TENNIS, LLC  
**President**  
Orlando, Florida

All American Tennis is a Tennis Management Company that specializes in running exclusive clubs and resorts in the United States. Its team of highly trained professionals boasts the highest level of customer service training in the industry.

2008  
To  
Present

SIMARD SEARCH, LLC  
**President and CEO**  
[www.simardsearch.com](http://www.simardsearch.com)  
Orlando, Florida

Simard Search is the premiere tennis recruiting firm in the industry signifying exclusivity, and confidentiality while maintaining a high degree of integrity. Simard Search is committed to providing its clients with seasoned candidates who possess integrity, credibility and a desire for excellence.



Simard Search recruits only Tennis Directors and Head Professionals that are gainfully employed and successful in their current position. Simard Search is completely committed to securing the best person to perfectly match the specific needs of the club or facility.

2004  
To  
Present

ISLEWORTH GOLF AND COUNTRY CLUB      [www.isleworth.com](http://www.isleworth.com)      Windermere, Florida  
**Director of Tennis**

Manage and direct all tennis related functions and programs including Ladies' & Men's Team Tennis, Junior Development, Program Activities, Special Events, Customer Service/Relations, Staff Management, Pro Shop Operations and Departmental Annual Budgeting. Isleworth is one of the leading Country Clubs in the U.S.A. for highest standards in Service, Facilities and Membership.

Nationally ranked #14 on Platinum Country Club list of America  
Nationally ranked #3 on Platinum Residential Community list of America

1998  
To  
Present

NEW CANAAN FIELD CLUB      <http://nc-fc.com>      New Canaan, Connecticut  
**Director of Tennis**

The New Canaan Field Club is an equity owned Tennis, Swim and Social club with 260 family members known for its top-flight players, teams and junior program. Manage and direct all summer tennis related functions and operations in one of the most active club's in New England including Ladies' and Men's Interclub Teams, programs, and special events. The Junior Development Program has grown two hundred (200) percent to over 350 junior participants. Owner and operator of the retail pro shop, while also managing a staff of sixteen (16) people including ten (10) teaching professionals. Coached the junior team to win Division I Fairfield County Team Championships in nine (9) of twelve (12) seasons from 1998 to 2009. The 1999 County Championship title was the club's first in its fifty-two year history.

1990  
To  
2004

BOCA LAGO COUNTRY CLUB      Boca Raton, Florida  
**Director of Tennis / Head Professional**  
**Director of Fitness**

Boca Lago Country Club is the oldest country club in Boca Raton, Florida and is considered the pioneer in member facilities and service. Facilities include 2 eighteen-hole championship golf courses, 20 fast dry tennis courts, 2 full service pro shops, 3 dining rooms and an aquatics and fitness center. The club has 1,200 equity memberships.

Managed and directed all tennis related functions and programs including Ladies' & Men's Team Tennis, Program Activities, Special Events, Customer Service/Relations, Staff Management, Departmental Annual Budgeting, and Retail Operations of Tennis Pro Shop.

1987  
To  
1990

THE WELLINGTON CLUB EAST AND WEST      West Palm Beach, Florida  
**Director of Tennis**

Responsible for all tennis related managerial functions and programs at both clubs in addition to hosting USTA and USPTA sanctioned tournaments, fund raising and special events.

1984  
To  
1987

BAYVIEW GOLF AND COUNTRY CLUB,      Toronto, Ontario, Canada  
**Director of Tennis / Head Professional**

Toronto's premier equity owned country club. Managed and directed all tennis related functions and programming. Directed and successfully implemented Winter Tennis with a three court air structure.

## **HONORS/PROFESSIONAL ACHIEVEMENTS**

- *Facility Manager of the Year*, USPTA Florida Division, 2001, 2005
- USPTA Florida Division *National Delegate*, 1999 - 2001
- USPTA Florida Division *President*, 1997 - 1999
- *Professional of the Year*, USPTA Florida Division, 2000
- *Professional of the Year*, USPTA Florida Division, 1995
- *Player of the Year*, USPTA Florida Division, 1995
- *Player of the Year*, USPTA Florida Division, 1992
- *Professional of the Year*, USPTA Florida Division, 1990
- *President* of the Tennis Industry Council for South East Florida
- Five term *Vice President*, USPTA Florida Division, 1992-1996

## **AFFILIATIONS/CERTIFICATIONS**

Member - *United States Professional Tennis Association, Master Professional*  
Member - *United States Tennis Association*  
Member - *Babolat National Advisory Staff*

## **EDUCATION**

- B.S., Physical Education, May 1982. Kent State University, Kent, Ohio.  
Concentrated Areas: Coaching, Sports Psychology, and Business Management.
- Master Professional. May 1997. USPTA, Houston, Texas.

## **PUBLICATIONS/SPEAKING EXPERIENCE**

Frequent guest lecturer and speaker at national and divisional USPTA conventions, educational forums, and specialty courses. Areas of expertise include club programming, customer service, tournament organization, ladies' teams, club politics and junior camps. Published author in numerous publications including Baselines, (the USPTA Florida Division newsletter), Florida Tennis Magazine, Parkland Life Magazine, and several other professional publications.

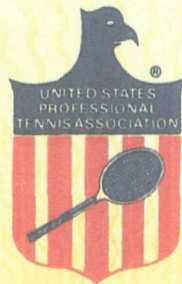
## **PLAYING EXPERIENCE**

- Ranked #1 in USPTA Florida Division, 40+ Doubles – 2006
- Ranked #5 Nationally in Men's 45's Doubles by the USPTA - 2006
- Canadian Singles & Doubles National Champion; Men's 45's – 2005
- Captain of the Canadian National Tennis Team - 2005
- Canadian Doubles National Champion; Men's 45's - 2004
- USPTA United States Men's Doubles Champion; Men's 40's – 1999, 2000
- Canadian Doubles National Champion; Men's 40's - 2000
- Florida Division USPTA State Champion; Men's 35's - 1997
- Top 18 World Ranking by the International Tennis Federation; Men's 35's - 1995.
- Ranked #3 nationally in Men's 35 Singles by the USPTA - 1995.
- USTA National Doubles Champion; Gold Medal Winner, Men's 35's - 1995.
- Canadian Doubles National Champion; Men's 35's - 1994, 1995.
- National Team Captain for Canada. Representing Canada in all international competitions in the Men's 35 and over category.
- Ranked #1 by Tennis Canada in Men's 35 Singles and Doubles - 1995.
- Top ten national ranking in the USPTA Men's Open Doubles Division in 1988 and 1990.
- Team Captain and number one singles and doubles player, Kent State University,
- NCAA Division I. An All-MAC (Mid American Conference) selection - 1981-82.
- Veteran tour competitor in several satellite circuits in Europe and North America.

## **REFERENCES** are available upon request

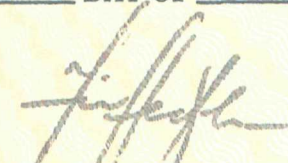


# The United States Professional Tennis Association, Inc.



THIS IS TO CERTIFY THAT DAVID ALAN McBURNIE HAS  
PASSED ALL THE NECESSARY REQUIREMENTS TO BECOME A MEMBER OF THE USPTA WITH  
THE CLASSIFICATION OF PROFESSIONAL 1 ON THIS 26TH DAY OF JAN. 89  
AND IS ENTITLED TO ALL PRIVILEGES OF SUCH MEMBERSHIP.

Membership No. 9770

  
EXECUTIVE DIRECTOR





March 17, 2012

Mr. David A. MacBurnie  
PO Box 81313  
Wellesley Hills, MA 02481-0003

Dear David,

This letter will confirm that, as a certified member of the United States Professional Tennis Association, you have liability insurance as outlined below. This USPTA liability policy covers applicants, certified and certain honorary members in the United States, its territories or Canada, and nonmembers who are insured through a certified member's policy.

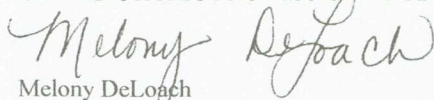
THE USPTA LIABILITY POLICY INCLUDES \$9 million liability insurance, *while on court*, for bodily injury to others, and for damage to property not in the tennis teacher's care, custody or control. It *does not cover* injury to the tennis teacher, or damage to his/her property. The accident must have taken place on court, and arisen from the tennis teacher's playing, practicing, teaching or officiating in tennis.

<b>Policy Number:</b>	PHPK801956
<b>Effective Period:</b>	12/31/2011 - 12/31/2012
<b>For questions or to report an accident, contact:</b>	USPTA World Headquarters 3535 Briarpark Drive, Suite One Houston, TX 77042 Telephone 713-978-7782

If we may be of further assistance, please do not hesitate to contact us.

Sincerely,

UNITED STATES PROFESSIONAL TENNIS ASSOCIATION, INC.

  
Melony DeLoach  
Insurance Department

This coverage is null and void if the member is not a citizen of or does not legally reside and work in the United States, its territories or Canada.

The United States  
Professional Tennis  
Association

recognizes

David MacBurnie

for dedication toward  
self-improvement in tennis-  
teaching, business and  
management skills, as shown by  
attending the

USPTA SCHOOL OF TEACHING<sup>SM</sup>  
School of Club Operations

Atlanta, Georgia

February 2-3, 1994



USPTA®



In cooperation with  
*United States Tennis Association's*  
*USA Tennis Coaching Education Department*

the  
*United States Professional Tennis Association*

Certifies that

**David MacBurnie**

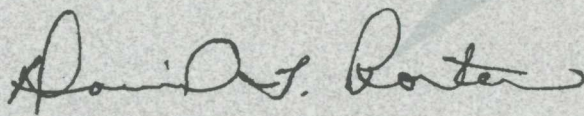
has met all of the standards and competencies established in the USA Tennis High Performance Coaching Program; has fulfilled all of the requirements of the USPTA; and is duly recognized as a

*Specialist*

in

**Competitive Player Development**

on this, the 21<sup>st</sup> day of November, 2004



USPTA President

  
USPTA CEO





# TOWN OF PALM BEACH

## Recreation Department

May 24, 2011

To Whom It May Concern:

As the Director of Recreation and Special Projects for the Town of Palm Beach, Florida, I am happy to recommend Mr. David MacBurnie and his firm, NETRESULTS Tennis, to any tennis club, company or municipality seeking a highly qualified and experienced tennis operation contractor.

During my time as Director in Palm Beach I have been fortunate to have had the opportunity to work with Mr. MacBurnie and the Head Tennis Professional at our facilities, Mr. Dejan Minic, since 2009. Mr. MacBurnie and Mr. Minic have had a tremendous impact on tennis participation. Their quality programs, clinics, and camps have brought in new participants and excitement for our veteran participants. One of our primary directives to NETRESULTS Tennis was to focus on increasing junior player opportunities. NETRESULTS Tennis has had tremendous success with this, as there are many more opportunities for young players to receive quality instruction and competition.

If you would like to speak with me further about NETRESULTS Tennis, please don't hesitate to contact me at (561) 838-5485 or via email at [jboodheshwar@townofpalmbeach.com](mailto:jboodheshwar@townofpalmbeach.com).

Sincerely,

Jay Boodheshwar  
Director of Recreation and Special Projects

c: David MacBurnie, NETRESULTS Tennis





**Brookline Recreation Department**  
133 Eliot Street, Brookline, MA 02467  
[www.brooklinerec.com](http://www.brooklinerec.com)

**Park and Recreation Commission**

John Bain, Chairperson  
Nancy O'Connor, Vice Chairperson  
Clara Batchelor  
James Carroll  
Daniel Lyons  
Nancy Madden  
Robert Simmons

**Lisa Paradis**

Director of Recreation

February, 27, 2009

To Whom It May Concern:

I am writing this letter of recommendation on behalf of David MacBurnie, and NETRESULTS. David has been the contracted tennis professional for the Town of Brookline, Massachusetts since May, 2006. During this contract period David was required to conduct indoor and outdoor tennis lessons for children and adults, however he has brought so much more to the community. David immediately raised our tennis program above any offerings we had in the past. Under David's direction and leadership our program went from instructing some basic tennis lessons into a whole curriculum designed to incorporate health and fitness into the program while teaching tennis etiquette and techniques. David also introduced new programs to the tennis community such as round robins and league play, which many residents were very pleased to see become a reality in our Town. The NETRESULTS staff conducted free clinics for the Brookline Community and participated in many town-wide events, which were geared to promote healthy living.

David has also taken the initiative to work with the Physical Education Department to bring tennis into the grammar schools of Brookline through clinics for the teachers as well as after school programs for the students. All of this has been done at no cost to the schools or the participants. David's love of tennis and his understanding of community and customer service has been unmatched by any other vendor I have worked with over my 19 year career in the Recreation field. David has excelled in working with the community, whether it involves scheduling make ups or offering private lessons or tailoring programs to meet members and community needs.

During David's tenure the Department has relied on his expertise and knowledge to help assist with the construction planning at one of our tennis facilities as well as his input with suggestions to help run our clay court facility at a higher standard. We have even consulted with him regarding the purchasing of equipment and machinery and have been pleased with the results.

The Recreation Department and Commissioners have been very impressed with the amount of praise and excellent comments received regarding David and his company. Brookline is a community where residents expect and demand high quality and I feel that NETRESULTS has delivered above and beyond what we could have anticipated.

I believe David would be a great addition to your tennis community and welcome the opportunity to discuss his qualities in more detail. Please don't hesitate to contact me at the below number if you have any additional questions.

Sincerely,

Gerry Kelly  
Area Manager  
[gkelly@brooklinema.gov](mailto:gkelly@brooklinema.gov)  
617.730.2069



City of Pompano Beach, Florida

---

January 3, 2000

To Whom It May Concern:

I am writing this letter of reference for David MacBurnie, who was the Tennis Professional for the City of Pompano Beach from January 1990- January 31, 1995. Our tennis facility has sixteen clay courts, of which eight of them are lighted.

When David came to the City of Pompano Beach, we had a very small junior program. During the time David was with the City, he increased that program five fold. There were probably less than five children involved in our junior tennis program when he came and when he left there was between 30 to 35 registered. This, I feel, can be attributed to David's initiative in trying to increase the junior tennis program through advertising and hard work.

The scope of Mr. MacBurnie's responsibilities at our Tennis Center was all encompassing. David handled and was responsible for the day-to-day operation including court maintenance, lessons, working with the Tennis Center sub-committee who dealt with problems, budgets, day-to-day account reporting, supervision of all personnel and anything else that arose on a daily basis. David handled these duties and many more with ease and professionalism.

As a manager David was excellent and his management skills were very good. The most impressive thing about David was his ability to market our facility and himself as he did an outstanding job marketing both.

David always conducted himself in a very professional manner. He is not only very knowledgeable about the game of tennis, but he is also an excellent player and teacher. I personally feel that wherever David MacBurnie is the Tennis Director or Professional, he will do an outstanding job and will be a very dedicated and loyal employee.

During his tenure, David made an impact on our tennis facility. What he accomplished was outstanding and we really hated to see him leave. Because of his significant contributions to our tennis program, I would strongly recommend Mr. MacBurnie for any position in the field of tennis for which he may apply.

If I can be of any further assistance, please do not hesitate to call.

Sincerely,

Timothy T. Tracey  
Parks and Recreation Director

TTT/afh





## Reference Listing Form

List a minimum of 5 references (**other than the City of Winter Park**) for similar projects and contracts, preferably governmental, which you have completed within the past 3 years. Prefer references close to the City of Winter Park, Florida location in the event a site visit is in order

- 1 CUSTOMER NAME: TOWN OF BROOKLINE, MA / GERRY KELLY  
 ADDRESS: 131 KLIOT ST  
BROOKLINE, MA  
 TELEPHONE: (617) 730.2059 FAX: ( )  
 CONTACT NAME: GERRY KELLY, SUPERVISOR  
 DATE OF COMPLETION OF PROJECT: MAY 2017  
 CONTRACT AMOUNT: \$
- 2 CUSTOMER NAME: TOWN OF PALM BEACH, FL  
 ADDRESS: 340 SEAVIEW AVE  
PALM BEACH, FL 33480  
 TELEPHONE: (561) 838.5485 FAX: ( )  
 CONTACT NAME: JAY BOODHESHWAR, DIRECTOR  
 DATE OF COMPLETION OF PROJECT: MAY 2016  
 CONTRAT AMOUNT: \$
- 3 CUSTOMER NAME: Hillsborough Community College  
 ADDRESS: 390 TAMPA BAY BLVD  
TAMPA BAY, FL  
 TELEPHONE: (813) 253.7311 FAX: ( )  
 CONTACT NAME: DR FRANK BAZCOCK, STUDENT AFFAIRS HEAD  
 DATE OF COMPLETION OF PROJECT: FEB 2016  
 CONTRACT AMOUNT: \$
- 4 CUSTOMER NAME: NEW CAANAN FIELD CLUB  
 ADDRESS: NEW CAANAN, CT  
 TELEPHONE: (203) 966.6879 FAX: ( )  
 CONTACT NAME: TOM BROWN, GENERAL MANAGER  
 DATE OF COMPLETION OF PROJECT:   
 CONTRACT AMOUNT: \$
- 5 CUSTOMER NAME: ISLEWORTH Golf and Country Club  
 ADDRESS: WINDERHIRE, FL  
 TELEPHONE: (407) 909.2001 FAX: ( )  
 CONTACT NAME: DAVID KEMP, General Manager  
 DATE OF COMPLETION OF PROJECT:   
 CONTRACT AMOUNT: \$

My company has been in this type of business for 32 years

State License Number: FEIN # 27-3762140

expires:



# *NETRESULTS*

## *All American Tennis, LLC*

Tennis Services Presentation  
January 8th, 2013

**Presented By:**

**David MacBurnie and Len Simard**

***NETRESULTS / All American Tennis LLC***

# Agenda

- Who We Are
- What We Do
- Our Vision for Winter Park TC
- How We Do It
- Our Results
- Success in Brookline
- Success in Palm Beach
- Success in Tampa
- Success in Private Clubs
- Compatibility
- Our Approach
- About Our Programs
- About Our Junior Programs
- Getting Results
- Controlling Costs
- Facility Enhancement
- Supporting Winter Park's Mission
- Key Differences
- Website Screenshots
- Business Process, Marketing Style
- Resumes and References





# Who We Are...

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- ...Dynamic, professional tennis enthusiasts with an incredible passion for tennis.
- ...Successful at creating and managing community centered tennis facilities that welcome and encourage family participation.
- ...Supportive of competitive-based tennis training in a safe and non-judgmental learning environment.
- ...Health conscious, with a focus on combating society's growing child obesity problem (Quick Start Junior Programs).
- ...A great team, with progressive Human Resource training and development programs.
- ...Promoters of environmental sustainability, achieving a triple bottom line: economic, environmental and social responsibility in all operations.
- ...Committed to the obsessive and vibrant culture of tennis, which requires serious quickness, extraordinary hand-eye coordination, unquestioned mental acuity and superb physical conditioning.



# What We Do...

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*We manage community based tennis facilities, offering dynamic innovative programs that make an outstanding facility even better.*

*Coupled with a full service Pro Shop, our centers reflect the spirit and culture of tennis.*







# What We Do...*continued*

---

## ***Municipal Specialists***

- Specialize in community tennis accessibility
- High quality instruction & programming
- Outstanding customer service
- TIA, USTA and HEAD / Penn national industry partners

## ***Proven Experience and Results***

- Growth capability
- Attain goals rapidly
- Track record
  - Palm Beach – Increased all revenues 30% within 1<sup>st</sup> year
  - Brookline Recreation - 95% sold out in 6 months / 375 summer campers
  - Pompano Beach – Facilitated 68,000 players annually
  - Weston Recreation – Over 200% increase in participation
  - Tampa (HCC) – Refurbished and rejuvenated one of Florida's largest facilities

## ***Consistency and Continuity***

- Strength in our programming is our key success factor
- Develop our own market: USTA / USPTA / TIA support programs utilized
- Community model (programming + top pros + marketing = success)
- Retention: We average better than 70% retention rate of our player base
- Customer Service: That of top private clubs
- Customer Value: There is no reason for our clients to look elsewhere



# Our Vision for the Winter Park Tennis Center

---

## ***Facility***

- To develop the Winter Park Tennis Center into a top national tennis operation
- Integrate seamlessly with the Winter Park recreation team and community
- To be leaders in hosting a multitude of USTA, USPTA and ITA events
- To host multiple sports camps, educational camps
- To develop a partnership with a world class academy (Sanchez / Casal)

## ***Instructional***

- To be on the cutting edge of instructional programming; new and better
- To be able to host diversified programs for all levels, ages and..
- Jr leaders in Developmental and High Performance programming
- To be leaders of “Quick Start” tournaments and program development
- To host a large amount of Adult and Jr team tennis opportunities
- To host unranked Jr Grand Prix Series ( 6 events annually)

## ***Community***

- Host Health & Wellness initiatives, educational seminars
- School relationship: Back pack flyers, USTA schools programs & demos
- Inclusion for all ages / abilities / playing programs for all levels
- Scholarship programs / community service projects
- A safe home for learning, social and competition



# How We Do It...

---

## ***Innovative Community-based Programming***

- Adult and children programs
- TIA, USTA and HEAD / Penn national industry partners

## ***Excellent Customer Service Program***

## ***Leading edge Communication and use of Web technology***

## ***Full-service Pro Shop***

- We are pleased to provide our tennis playing community with what we feel are the best tennis products in the industry. HEAD/Penn products are featured, however, we also provide the latest player needs in apparel, accessories, shoes, racquets and stringing. We currently have open accounts with Nike, Babolat, Wilson, Boast, Lija, Ralph Lauren Polo, Lucky in Love, Little Miss Tennis, Fila, Sofibella, and more.

## ***Health and wellness initiatives***

## ***Culture of inclusiveness and welcoming***



# Our Results...

---

## ***Proven Experience and Results***

- Growth capability
- Attain goals rapidly
- Track records with Municipalities and Private Clubs
  - Palm Beach – Increased all revenues 30% within 1<sup>st</sup> year
  - Brookline Recreation - 95% sold out in 6 months / 465 summer campers
  - Pompano Beach – Facilitated 68,000 players annually
  - Tampa Tennis at HCC – Florida's leading 10 and Under tennis facility
  - New Canaan Field Club – Leading tennis club in Fairfield County, CT
  - Isleworth Golf and Country Club – Ranked #3 on National Platinum List
  -

## ***Consistency and Continuity***

- Strength in program is our main attraction
- Develop our own market: USTA / USPTA / TIA support programs utilized
- Community model (programming + top pros + marketing = success)
- Retention: We average better than 70% retention rate of our player base
- Customer Service: That of top private clubs
- Customer Value and Satisfaction: No reason for our clients to look elsewhere



# Success in Brookline...

---

## ***Participation***

- 0 - 2,250 families participating in less than 4 years
- All instructional and playing programs operate at 95% capacity
- 200 attend free community "Block Party"
- 465 participants in our Summer Jr "Jam Week" camp program
- USTA "Quick Start" methodology / programs create new players

## ***Innovative Instructional Methodology***

- High quality, affordable schedule of instruction for juniors / adults
- High Cardio / Games Based / Make learning FUN!
- "Quick Start", Developmental and High Performance junior programs
- USTA Schools Program partner / Brookline K-8 PE Program
- "After School Programs": Lawrence School (90 kids) / Baker Schools

## ***Customer Service***

- We conduct our entire operation through website and customer service
- We provide all of our clients make up options because of travel, etc
- Community Service: Continue to partner with health / wellness initiatives
- Growth: Customer base has grown each year at a rate of over 20-25%



# Success in Palm Beach...

---

## ***Program Additions***

- Adult Instructional: Team, Power Hours, Cardio Tennis
- Developed more of a “private club” feel in a municipal setting
- Jr Instructional: “Quick Start”, Developmental, High Performance
- Match Play: Adult Teams, Jr USTA Teams, Sr. USTA Teams
- USTA adult & Jr Tournaments / Weekly socials / Pro Exhibitions
- Free Men’s, Ladies Days...free ½ lesson followed by social play
- Lesson discounts / retail discounts / monthly newsletters
- Full social calendar developed

## ***What NETRESULTS / All American Tennis Brings***

- Major increases in utilization / diverse activities for all factions
- Return Winter Park tennis back to community prominence
- Professionally planned programs / activities with the USTA and TIA
- Marketing and promotional skills to accomplish all goals
- Well trained facility management team: Maintenance, Pro shop
- Clay court management experience (over 56 years)
- Experienced USPTA professional staff / strong retention of players



# Success In Tampa...

---

- Complete facility overhaul; 13 hard courts resurfaced, 10 clay courts re graded and resurfaced. Renovated all of the grounds including irrigation system and landscaping for facility enhancement and beautification making Tampa Tennis at HCC the largest and finest municipal facility in Hillsborough County, Florida.
- We are the proud owners of USTA Florida's only 10 & Under facility which includes (12) 36' courts and (6) 60" courts that are all under lights.
- We are working hand in hand with the Hillsborough County Schools Department and the USTA . Tampa was selected as one of the 25 target cities in the US for 10 & Under Tennis in 2012.
- We have the highest level of customer service in the industry.
- We are leaders in community programming.
- We have financial responsibility for multi million dollar budgets, with transparency.
- Finest quality of soft and hard good merchandise in our pro shops.
- Diplomatic qualities on the management team that lend themselves to successful dealings with boards, committees, members and staff.
- Innovative management methodologies.





# Success in Private Clubs...

---

- Isleworth Golf and Country Club, New Canaan Field Club, Eastern Yacht Club, Wightman Tennis Center and Boca Lago Country Club are some of the leading clubs in the country that are currently being managed by NETRESULTS / All American Tennis, or have been in recent the past.
- We have the highest level of customer service in the industry.
- We are leaders in community programming.
- We have financial responsibility for multi million dollar budgets, with transparency.
- Being the leading tennis executive search firm in the business, Simard Search ensures optimum candidate placement with excellent employee training.
- Finest quality of soft and hard good merchandise in our pro shops.
- Diplomatic qualities on the management team that lend themselves to successful dealings with boards, committee's members and staff.
- Innovative management methodologies.



# Compatibility...

---

**NAAT Mission Statement:** *“To provide the community with the resources needed to achieve a more balanced, fulfilling and engaging life, physically and mentally, through the sport of tennis.”*

**Winter Park Recreation Mission Statement:** *“To ensure the quality of life for our community by providing outstanding parks, recreational facilities, activities, and service”.*

## **We Facilitate Today’s Environment:**

- Time Constrained Society: Program scheduling is designed to fit the working schedules of the community and students alike.
- Curriculum tailored for the active lifestyle of today’s woman.
- Health and Wellness: Provide fitness options for everyone in the community, helping to combat obesity in adults and children.
- Community: Support diversity (family, Special Olympics, under privileged, etc).
- Eco-friendly: (e-marketing, watering, lighting, recycling, sustainable business practices).



# Our Approach...

---

## ***High-Impact Instructional Style***

- Quality, experienced USPTA professional staff
- Support Programs to compliment instructional program
- Games-based system to enhance learning, fast paced and FUN!
- USTA National High Performance coach certified
- Junior Development / High performance capabilities
- High Cardio: Integrated into our programs / address obesity
- USTA Cardio Tennis, “Quick Start” and Play Tennis America registered site

## ***Specialized Marketing***

- Dedicated website & tennis hotline...[www.winterparktennis.net](http://www.winterparktennis.net)
- Direct e-mail database / Monthly e-newsletters to 6,600 families
- School flyer distribution / Program banners in high traffic areas
- Superior customer relations: service / gratuitous make up policy
- Community presence: Recreation Department
- NETRESULTS: “Tennis Welcome Center” / website for new players
- Newspaper feature article about fresh tennis community approach
- Local Public Access TV spots / weekly tennis tip segment



# About Our Programs...

---

## ***Comprehensive***

- Outstanding instructional program / strong retention of players...
- Entry level programs / advanced and high performance programs
- Competitive menu for adults and juniors of all ages and levels
- Socials / tournaments / adult & junior team opportunities

## ***Community***

- Norwalk PE / USTA Schools Program: Cultivated partnership
- Tennis “after school” programs for Winter Park grammar schools
- Grass roots / Free “Block Party” events
- Health & Wellness initiatives
- Scholarship programs / community service projects
- All USTA, USPTA and Tennis Industry Assoc. benefits / education



# About Our Junior Programs...

---

## ***Junior Focus***

- Year round program / Energetic summer “Jam Week” program
- Inclusion for all ages / abilities / Playing programs
- Over 60 years combined experience directing top junior development programs
- Learning, social and competition

The Junior Program consists of a Developmental and High Performance Program. The philosophy of the instructional style is fast paced, high cardio and a games based approach that adds excitement and enjoyment for the kids as they learn through a progression of drills and games specific for each of our levels of play. NETRESULTS / All American Tennis and it's top flight instructional team will provide high quality instruction with loads of energy and an environment for the kids to realize and attain their potential.





# Getting Results...

---

## ***What can Winter Park expect from our management expertise?***

- Tennis will be viewed as an integral part of the community experience.
- We will be a dedicated partner able to attain goals with total professionalism.
- Transparency in all action and interactions
- Open and timely communication
- Professional updates and meetings when required
- Increased facility utilization, significant % increase for court maximization
- Significant community participation, contribution and visibility
- Continued growth in the elementary schools, USTA target audience
- High quality playing programs, instruction & service
- Programs, participation and facilities to be proud of!
- Partnerships: Community Health / Wellness initiatives
- Increased visibility of tennis as a viable sport within the Winter Park community.



# Controlling Costs...

---

## ***Staffing***

- Determine times of the day that require more staff to handle business
- To provide pro staff for off hours to allow them to promote themselves
- Develop job descriptions that encompass more than one responsibility
- The usage of voicemail during slow times, website registrations

## ***Go Green Campaign***

- Environmental Sustainability policy, reducing the environmental footprint
- Save water: Utilization of calcium chloride to increase moisture (40%)
- Install timers on all lighted courts / install eco-friendly bulbs
- Charge fees for light usage along with court fees
- Look into conversion to Hydro courts; 70 % water savings over 5 yrs

## ***Maintenance***

- Strategies so courts are not dragged hourly, minimize drying out
- Daily rolling as a method of compacting courts, maintain H<sub>2</sub>O levels
- Daily rotation of drag pattern to help clay stay on the playing surface
- Utilize Pro Staff to assist in daily court maintenance when lessons done



# Facility Enhancement...

---

## **Services**

- First class customer service program
- Addition of social calendar of events that rival a private club (50 yearly)
- Top rate ball machine / video analysis
- To have a first class retail operation that includes all racquet services

## **Facility**

- Implement program which will keep the grounds in impeccable condition
- All staff members make significant contribution
- Over 60 years of clay court maintenance management
- Back pack blower to handle hard courts, walkways to ensure cleanliness
- Baako backboard addition

## **Grounds**

- Develop short term / long term plan for adding flowers, hedges
- Develop information board that contains all program info (laminated)
- Outdoor Courtesy station with Water, Cups and Ice





# Supporting Winter Park Tennis ...

*...through the utilization of progressive, forward thinking methodologies to create an affordable and quality tennis experience for Winter Park and the surrounding community in an inclusive and innovative learning environment.*

## **Leaders**

- USTA “Quick Start” area development site, regional / US championships
- Host colleges from the US to participate in pre season dual match play
- Host high schools / private schools for pre season training / match play

## **Education**

- Highest standards of tennis instruction, allowing people to reach their own desired level of success
- Innovative and creative programming, tailored to suit individual needs
- Community Health & Wellness seminars, national speakers
- Host USPTA continuing educational forums & seminars
- Host USPTA Grand Prix tournament for member / community enjoyment

## **Community Impact**

- The center will host a welcoming community atmosphere, supporting diversity and individuality
- Enhancement of a public facility that encourages health & wellness
- Enhanced economic tourism opportunities via events that bring visitors
- Awareness / Free programs for under privileged (scholarship formation)



# Key Differences...

---

## ***What Makes Us Different?***

- Direction of our program is well suited for the needs of your community:  
Top USPTA pros!
- Experience and success in other centers
- Immediate increased participation and growth!
- All inclusive, something for everyone!
- Continuity: Philosophy / Program / Service
- We are driven by community satisfaction!

# NETRESULTS TENNIS

Brookline's Municipal Specialists



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## Upcoming Activities



[Junior Spring Program](#)



[Adult Spring Program](#)



[Jr Outdoor Spring Program](#)



[Adult Outdoor Spring Program](#)

## Photo Gallery



Junior Spring Program

## Indoor Tennis Center



Junior Spring Program

More »

- [Adult Spring Program](#)
- [Jr Outdoor Spring Program](#)

## 2012 Outdoor Season



Amory Park Tennis Center

More »

- [Summer Junior "Jam Weeks"](#)
- [Rally Nights](#)



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# PALM BEACH TENNIS

NETRESULTS Tennis, Municipal Specialists



It's Time To Play!  
Palm Beach Recreation

Events · Seaview Park Tennis Center · Phipps Ocean Park Tennis Center · About Us · Contact Us

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## Upcoming Events



Adult Davis Cup  
(Jan 28)



PB Doubles  
Champs. (Jan  
21-22)



Pro Exhibition  
Challenge Feb  
3rd



PB Singles  
Championships  
Feb 25-26

## Latest Tennis Photos



Adult Davis Cup (Jan 28)

## Seaview Park Tennis Center



Junior Programs

More »

- Adult Programs
- Adult Leagues

## Phipps Ocean Park Tennis Center



Adult Instructional Programs

More »

- Daily Drop In Round Robins
- Phipps Tennis Events

## Palm Beach Tennis Events



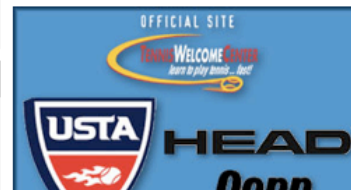
## What's Happening



## Have a Question?

About a Program?  
About a League or Activity?  
About Palm Beach Tennis?

[Click Here - Let Us Help!](#)





Tampa Tennis

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- Summer Jr Tennis Camps
- All Day Sports Camp
- Junior Grand Prix
- Junior 10 & Under Festivals

Photo Gallery

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Membership Benefits

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- Classification / Rates

HCC Facility

Let's Tour HCC...

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- USTA Official 10 & Under Facility

Register Now!

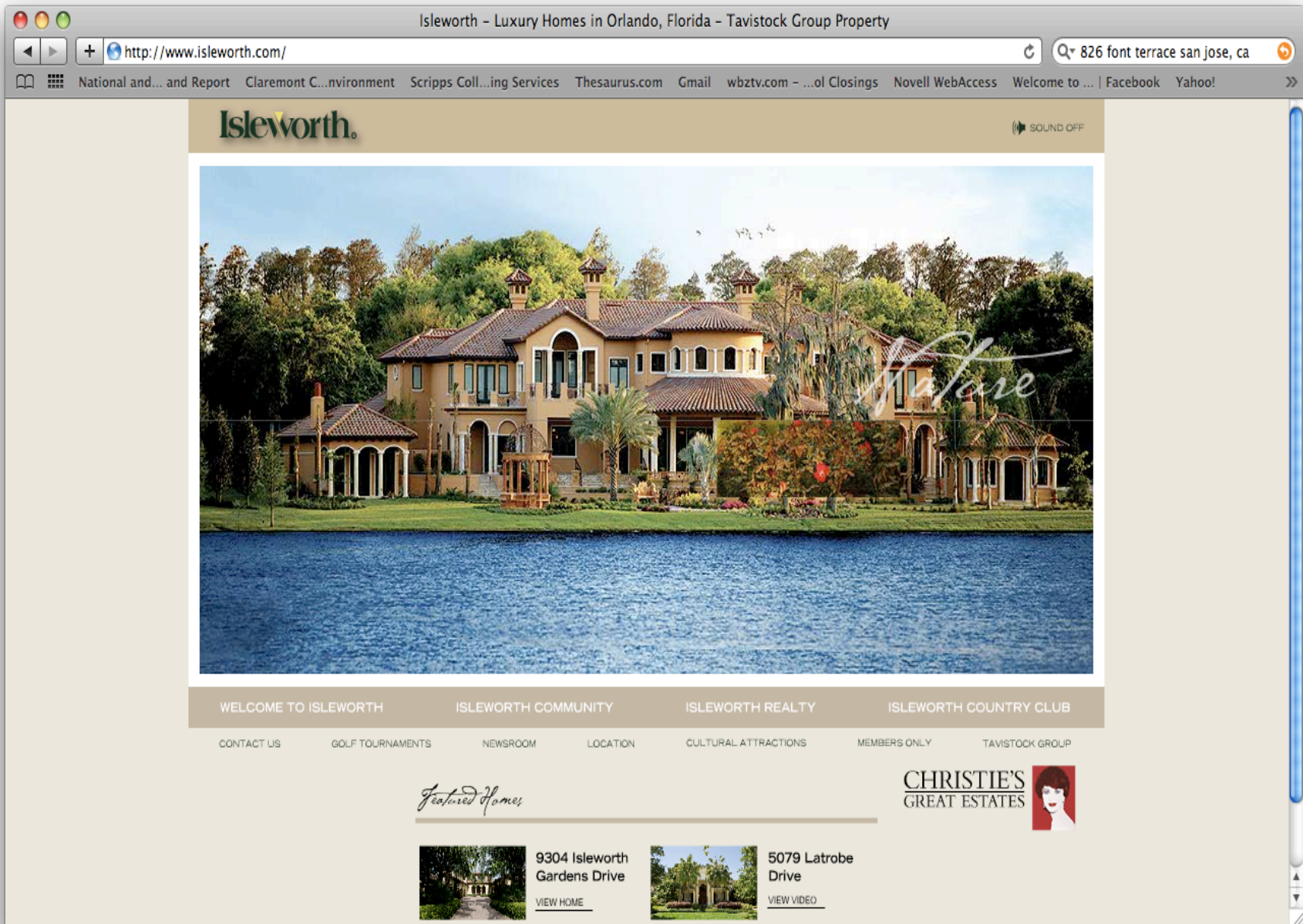
Events

Leagues

Activities

Clinics

Lessons



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http://www.nc-fc.com/

826 font terrace san jose, ca

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## Welcome to the New Canaan Field Club

[Directions to NCFC](#)

[Prospective Member Information](#)

[Contact Us](#)

[Members Log in](#)



The **New Canaan Field Club** has been welcoming families since 1957. Our members enjoy tennis and aquatic activities in the spring and summer, an active platform tennis program from fall through early spring, and social events year-round.

Set on beautiful wooded grounds, the Club features ten *Har-tru* tennis courts, four lighted platform tennis courts, a large 25 meter, six-lane swimming pool with diving well, a wading pool and playground for young children, an idyllic pond, and various social pavilions for entertaining.



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BOOK TENNIS Online Tennis Court Reservation for Tennis Clubs and Organizations

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Monday, August 09, 2010

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BookTennis.net offers your Tennis Club all these great features. Choose the reservation system that provides the features your club needs. Your Book Tennis system can also be customized to schedule other facilities such as Golf Tee Times, Swimming Pools or Hot Tubs.

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Customizable for other Facilities for your Club or Organization.

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- BookTennis.net provides your Tennis Club members with private online Tennis Court Reservations.
- Your Members log in to check on court availability, reserve their courts and check on their current court reservations any time from any computer anywhere online.
- Administrator system provides an easy-to-use interface to monitor Member Tennis Court Reservations, block out Time Slots or update Facility Status.
- Maximize your off-peak time periods.
- Increase your monthly revenues!**
- Includes Member Game Matching System
- Includes Upcoming Events Module
- Includes Reports Module

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- Game Matching System
- Upcoming Events
- Invitation Code member Sign-Up
- All these great features are included with your Club's subscription!

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- Sponsor Ads Coming Soon!
- Stand Alone Club Web Site

AOL TopSpeed™

Window (2) Allowing Pop-ups (0) LWSi...s Vault

start NETRESULTSTampaPr... NETRESULTSTampaPr... AOL 9.0 VR provided ... Microsoft Word 4:25 PM



# **NETRESULTS TENNIS**

## **BROOKLINE'S MUNICIPAL TENNIS SPECIALISTS**

**Year Round Adult / Junior  
Instructional Program**

**Summer Junior "Jam Weeks" Camp**

**Rally Nites / Game Matching Service**

**Superior Customer Service**

**[www.netresultstennis.net](http://www.netresultstennis.net)**



OFFICIAL SITE

**TENNIS WELCOME CENTER**  
*where the players meet ... first!*

**High Cardio  
Games Based  
Top USPTA Staff**



WORK ORDER

1-45805

SPEC SHEET

1 of 1

Prepared For:

david

Customer Phone:

Prepared By:

Ken

Date:

11.11.09

Customer P.O. #:

n/a

Customer's Email:

Designer's Email:

kbenda@instantsign.net

508 Boston Providence Tpk. Norwood, MA 02062 Tel: 800-339-0150 Fax: 781-278-9550

**STEP 1 - Please Review & Verify Specs**

TOTAL QTY: 1x  
SIZE (wxh): 60" x 24"  
sides: single

OUTPUT METHOD: soljet  
OUTPUT MEDIA: banner 13 oz  
MOUNTING MATERIAL:

artwork colors: process

MODIFIERS: hems  
brass grommets

FIXTURE:  
qty - size - color:  
NOTES:

**STEP 2 - Check if Changes are needed**

☐ Please contact Designer with changes **781-278-0150**  
Email: [designer@instantsign.net](mailto:designer@instantsign.net) Fax **781-278-9550**.

**STEP 3 - Approve Your Order For Production**

X

\*Your signature approves the layout as designed, authorizes production to commence and your commitment to pay all balances upon completion.

**STEP 4 - Payments & Deposits**

Please Circle: MC / Visa / AMEX / Discover

Print Card #: \_\_\_\_\_

Exp. \_\_\_\_/\_\_\_\_/\_\_\_\_ Zip Code \_\_\_\_\_

\*We require a 50% deposit to begin production on approved art.

# NetresultsTennis

New Post

Howdy, dmacburnie | Log Out

WordPress 3.1.3 is available! [Please update now.](#)

Screen Options

Help

Dashboard

Posts

Media

Links

Pages

Pages

Add New

Comments

Appearance

Plugins 1

Users

Tools

Settings

Contact

Gallery

Platinum SEO

podPress

## Comments

All | [Pending \(0\)](#) | [Approved](#) | [Spam \(0\)](#) | [Trash \(0\)](#)

Search Comments

Bulk Actions

Apply

Show all comment types

Filter

Check for Spam

32 items

«

&lt;

2

of 2

&gt;

»

Author

Comment

In  
Response  
To

Marina

Submitted on [2008/10/24 at 6:56 am](#)

Netresults  
Testimonials  
32 #

Blumenthal

[marblumenthal@](#)  
[yahoo.com](#)

208.58 149.210

I love the Tennis circuit. It is fun and a great way to meet people that love tennis as much as I do. I am looking forward to enroll in the winter season!

Lee Yee

Submitted on [2008/10/24 at 6:14 am](#)

Netresults  
Testimonials  
32 #

lyee@rcn.com

146 115.40.46

I enrolled with Netresults when they first began servicing Brookline in 2006 and have enjoyed playing tennis ever since. This caught the attention of my 2 kids and now they are hooked! Tennis has become an important part of our lives and we have made new friends and associations these past few years.

We've been very pleased with the attention, professionalism, and dedication from the entire Netresults organization. They are serious about bringing tennis to our community.

I hope the town can encourage this growth by updating the main facilities at Waldstein and BHS. It would be a shame if this ground swell grinds to a halt just as the popularity of the program is starting to reach its potential. I imagine there is so much local interest that one day we will see a new tennis rivalry forming between Brookline and nearby Newton and Wellesley.

If so, I want the staff at Netresults to be on our side.

Anne  
Turner

[anne.turner@rcn.](#)  
[com](#)

216.15.115.174

Submitted on [2008/10/23 at 8:06 pm](#)

Netresults  
Testimonials  
32 #

Netresults has been a wonderful program for our son. David and his crew are amazing at connecting with each child, keeping the lessons fun, challenging and rewarding. It's great exercise and instruction in a "life sport" that will stay with him forever.

Anne  
Rogal

[aprogal@rcn.com](#)

Submitted on [2008/10/23 at 7:46 pm](#)

Netresults  
Testimonials  
32 #

This is tennis teaching at its finest! I am so thrilled with the high-quality instruction that my son is receiving through

Author

Comment

In  
Response  
To

NetresultsTennis

New Post

Howdy, dmacburnie | Log Out

WordPress 3.1.3 is available! [Please update now.](#)

Screen Options

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Add New

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Plugins 1

Users

Tools

Settings

Contact

Gallery

Platinum SEO

podPress

Comments

All | Pending (0) | Approved | Spam (0) | Trash (0)

Search Comments

Bulk Actions

Apply

Show all comment types

Filter

Check for Spam

32 items

« < 1 of 2 > »

Author	Comment	In Response To
<div><div><div></div><div>Jessica D</div></div><div><div><div></div><div><div>jdumphy@excite.com</div><div>65.96.67.44</div></div></div></div></div>	<div>Submitted on 2009/01/22 at 11:27 am</div> <div>Many thanks to David and his team for a challenging, fun program that has helped me improve my tennis game dramatically over the past two years. This program is an asset to the Brookline community and I look forward to participating in any expansion Netresults can undertake!</div>	<div>Netresults Testimonials</div> <div>32 #</div>
<div><div><div></div><div>Sachin</div></div><div><div><div></div><div><div>sachin_baxi@yahoo.com</div><div>24.60.252.234</div></div></div></div></div>	<div>Submitted on 2009/01/18 at 8:11 pm</div> <div>Thanks for putting together a well run program that is easy to enroll in and gives a good work out. This is my second year participating and I enjoy the year round clinics and the fun atmosphere. Each year seems to get better and better. Keep up the good work.</div>	<div>Netresults Testimonials</div> <div>32 #</div>
<div><div><div></div><div>Bob Fessler</div></div><div><div><div></div><div><div>rdfessler@comcast.net</div><div>76.119.64.109</div></div></div></div></div>	<div>Submitted on 2009/01/17 at 7:43 pm</div> <div>David, my children, Rose, Kathy and John, have very much enjoyed your tennis programs. They went most weeks the last two summers and I could not believe how much they have learned. Plus John continued with your programs during the fall and winter and continued to develop into a very good tennis player. Also you were always flexible with the schedule and I though always very fair with the fees. Good luck in 2009. Bob Fessler</div>	<div>Netresults Testimonials</div> <div>32 #</div>
<div><div><div></div><div>Reiko Nakamura</div></div><div><div><div></div><div><div>nakamura@grips.ac.jp</div><div>24.60.248.131</div></div></div></div></div>	<div>Submitted on 2009/01/10 at 11:14 am</div> <div>Taking tennis lessons with Netresults is one of the best experiences my son had since he came to the U.S. from Japan one and a half year ago. Having lesson with David, my son not only have learned to play better but also been really enjoying playing tennis. To my happy surprise, he is now hoping to play competitively when he enters high school. David is an experienced coach and great with children. In addition, he and his staffs are very good coaches for adults, too. I found that out when I took lessons with Netresults during the summer.</div>	<div>Netresults Testimonials</div> <div>32 #</div>
Author	Comment	In Response To

1 of 5

5/29/2011 3:27 PM

52



Author	Comment	In Response To
.net 98.216.9.174	coaches are they are very serious and at the same time the the friendliest ones ever. My son has a great time on Sundays and I can see how he and all the kids have progressed during the Spring and Fall sessions. I hope during the next summer, in addition to the summer camp, you can offer different schedule to meet everyone's need. Once again I am so happy and grateful that netresults has come to brookline and wish that the Town can provide whatever assistance so that you can stay forever.	
<b>Marieta</b>  kmarieta@yahoo.com 24.34.222.247	Submitted on <a href="#">2008/11/16 at 11:53 am</a>  I am so glad that I found this program. I have attended classes for the last one year and really enjoy being part of the program. It gives me not only the possibility to play my favorite sport but to learn so much from the professional teachers. I hope you can add more classes and locations in the future! I don't live in Brookline and feel jealous for its residents to have such a program nearby.	<a href="#">Netresults Testimonials</a> 32 #
<b>Thea Singer</b> thea.singer@comcast.net 76.19.13.85	Submitted on <a href="#">2008/11/14 at 5:19 pm</a>  Awe-inspiring. That's how I describe NetResults to friends. My 10-year-old daughter is not a joiner and generally has to be pushed into extracurriculars. Not so with David and Tina and their team. She eagerly slips into her tennis-ball inspired sneakers and heads off to class every Wednesday night. She loves the teachers, loves the games they invent to keep her on her toes, loves how she keeps improving and improving under their warm and watchful eyes. I am so, so grateful that NetResults has come to Brookline. May they remain here forever.	<a href="#">Netresults Testimonials</a> 32 #
<b>Henry Santoro</b> wfnx.com HenP3@comcast.net 76.19.13.85	Submitted on <a href="#">2008/11/13 at 1:20 pm</a>  The Netresults tennis program can, and should be, the barometer to which all municipal tennis programs are measured. Brookline has something very special with this program and I urge any city or town in the USA to come and check it out.  Netresults is a program based on health, wellness, learning and community. It's perfect.	<a href="#">Netresults Testimonials</a> 32 #
<b>Christina</b>  casuh@aol.com 24.147.173.183	Submitted on <a href="#">2008/10/29 at 4:45 pm</a>  Thanks so much for providing a truly professional level of tennis coaching for children and adults in Brookline. Both of my children have thoroughly enjoyed your sessions all year long and I am delighted to have a place to learn and play tennis – esp. during the winter months. I hope the town will provide more space for your programming since we plan to be loyal Netresults clients well into the future!	<a href="#">Netresults Testimonials</a> 32 #
Author	Comment	In Response To

Author	Comment	In Response To
<b>Kathleen McKenna</b> <a href="mailto:kmck@bu.edu">kmck@bu.edu</a> 128.197.245.3	Submitted on <a href="#">2008/10/27 at 9:34 am</a> Last Friday at Devotion School playground, I witnessed four 6th grade boys playing fierce tennis. All of these boys are your students. I think you've got an amazing program...and I think Brookline High should know. Is this BHS's future tennis team?	<a href="#">Netresults Testimonials</a> 32 #
<b>Jamie Watson</b> <a href="mailto:jlee3983@yahoo.com">jlee3983@yahoo.com</a> 69.26.122.10	Submitted on <a href="#">2008/10/24 at 10:52 am</a> I am currently participating in the fall adult program-beginner power hour. I came across netresults while doing a little research on local programs for myself and friends. I quickly became the painful customer that asks a million questions, but David and Tina patiently answered them all. I have been to two classes now and have been very pleased with the program. While private lessons are great, group lessons can be just as valuable. With a group, you have an opportunity to learn from both your mistakes and the mistakes of others, and you have an opportunity to play with someone other than the "pro" instructor. All in all, a good program! I will likely continue on and sign up for the winter adult program.	<a href="#">Netresults Testimonials</a> 32 #
<b>Stephen Lewis</b> <a href="mailto:shlewis3000@yahoo.com">shlewis3000@yahoo.com</a> 98.216.159.244	Submitted on <a href="#">2008/10/24 at 7:36 am</a> David: I was very pleased with the Intermediate 2008 summer doubles program. The comments you provided me were very helpful. I also appreciated your very friendly approach. Additionally, the 1.5 hour slot provided for an excellent workout. I look forward to participating in future NETRESULTS programs. I also have found the matching list that you have provided to be a very useful way to find players at my level. Steve Lewis	<a href="#">Netresults Testimonials</a> 32 #
Author	Comment	In Response To

Bulk Actions

Apply

Check for Spam

32

items

«

< 1

of 2

# NETRESULTS Tennis (Brookline)

January 1 through December 31

	2008	2009	2010
<b>Income</b>			
Lessons	\$81,000	\$102,000	\$122,400
Clinics	\$123,000	\$138,000	\$147,000
Pro Shop Sales	\$28,000	\$31,500	\$33,300
<i>Gross Income</i>	<u>\$232,000</u>	<u>\$271,500</u>	<u>\$302,700</u>
 <b>Expenses</b>			
Lessons Expense	\$34,000	\$39,700	\$42,600
Junior Program Expense	\$47,000	\$49,500	\$51,300
Pro Shop Cost of Sales	\$14,000	\$16,450	\$17,300
Payroll	\$23,000	\$22,800	\$23,400
<i>Total Expenses</i>	<u>\$118,000</u>	<u>\$128,450</u>	<u>\$134,600</u>
 Net Profit/Loss	<u><b>\$114,000</b></u>	<u><b>\$143,050</b></u>	<u><b>\$168,100</b></u>

# NETRESULTS Tennis (Palm Beach)

Jan 1st - December 31st

	2009	2010
<b>Income</b>		
Lessons/Clinics	\$117,091	\$120,064
Junior Program	\$107,156	\$97,372
Pro Shop Sales	\$39,359	\$38,817
<i>Gross Income</i>	<u>\$263,606</u>	<u>\$256,253</u>
 <b>Expenses</b>		
Lessons/Clinics Expense	\$70,255	\$72,038
Junior Program Expense	\$64,294	\$58,423
Pro Shop Cost of Sales (Soft)	\$23,615	\$23,290
<i>Total Expenses</i>	<u>\$158,164</u>	<u>\$153,752</u>
 Net Profit/Loss	<u><u>\$105,442</u></u>	<u><u>\$102,501</u></u>



# Isleworth Golf and Country Club

January 1 through December 31

	2008	2009	2010
<b>Income</b>			
Lessons	\$81,000	\$80,000	\$75,000
Clinics	\$52,000	\$50,000	\$47,000
Pro Shop Sales	\$89,000	\$82,000	\$80,000
<i>Gross Income</i>	<u>\$222,000</u>	<u>\$212,000</u>	<u>\$202,000</u>
 <b>Expenses</b>			
Lessons Expense	\$48,600	\$48,000	\$45,000
Junior Program Expense	\$31,200	\$30,000	\$28,200
Pro Shop Cost of Sales	\$53,400	\$49,200	\$48,000
Payroll	\$39,000	\$37,000	\$35,000
<i>Total Expenses</i>	<u>\$172,200</u>	<u>\$164,200</u>	<u>\$156,200</u>
 Net Profit/Loss	<u><b>\$49,800</b></u>	<u><b>\$47,800</b></u>	<u><b>\$45,800</b></u>

# New Canaan Field Club

May 1 through August 31 ( 4 month operating season)

	2008	2009	2010
<b>Income</b>			
Lessons/Clinics	\$93,757	\$117,091	\$120,064
Junior Program	\$94,316	\$107,156	\$97,372
Pro Shop Sales	\$39,172	\$39,359	\$38,817
<i>Gross Income</i>	\$227,245	\$263,606	\$256,253
<b>Expenses</b>			
Lessons/Clinics Expense	\$56,254	\$70,255	\$72,038
Junior Program Expense	\$56,590	\$64,294	\$58,423
Pro Shop Cost of Sales (Soft)	\$23,503	\$23,615	\$23,290
<i>Total Expenses</i>	\$136,347	\$158,164	\$153,752
Net Profit/Loss	<b>\$90,898</b>	<b>\$105,442</b>	<b>\$102,501</b>

# ***NETRESULTS-All American Tennis***



**RFP-7-2013 Tennis Management Services**

***Revenue Proposal***



## REVENUE PROPOSAL FORM – PAGE 1 of 4

Percent of the total sales received from operations, (open court play, lessons, pro shop merchandise sales, equipment repair and other tennis related services and vending sales) less sales tax, to be paid to the City:

10 % (This percentage shall be a fixed amount. Ranges or scales of percentages of total sales shall not be accepted and will render your proposal non-responsive)

### Proposed Costs of Services:

#### Tennis Court Rental:

##### Annual Play Pass Fees:

##### Six Month Annual Play Passes:

All Courts:

Type	Price
Resident – one adult	\$ 185
Resident – family (2 or more)	\$ 275
Resident – youth (17 or under)	\$ 86
Non-resident – one adult	\$ 246
Non-resident – family (2 or more)	\$ 327
Non-resident – youth (17 or under)	\$ 115
City employee	\$ 84
Senior discount on adult price (age 65 years or older)	\$ 25

Hard Courts Only:

Type	Price
Resident – one adult	\$ 84
Resident – family (2 or more)	\$ 150
Resident – youth (17 or under)	\$ 45
Non-resident – one adult	\$ 155
Non-resident – family (2 or more)	\$ 230
Non-resident – youth (17 or under)	\$ 69
City employee	\$ 51
Senior discount on adult price (age 65 years or older)	\$ 25

#### Annual Annual Play Passes:

All Courts:

Type	Price
Resident – one adult	\$ 336
Resident – family (2 or more)	\$ 490
Resident – youth (17 or under)	\$ 126
Non-resident – one adult	\$ 435
Non-resident – family (2 or more)	\$ 575
Non-resident – youth (17 or under)	\$ 173
City employee	\$ 144
Senior discount on adult price (age 65 years or older)	\$ 25





## REVENUE PROPOSAL FORM – PAGE 2 of 4

Hard Courts Only:

Type	Price
Resident – one adult	\$ 157
Resident – family (2 or more)	\$ 276
Resident – youth (17 or under)	\$ 69
Non-resident – one adult	\$ 252
Non-resident – family (2 or more)	\$ 374
Non-resident – youth (17 or under)	\$ 103
City employee	\$ 75
Senior discount on adult price (age 65 years or older)	\$ 25



## REVENUE PROPOSAL FORM – PAGE 3 of 4

### Non-Play Pass Fees

Singles – 1 ½ hours; Doubles 2 hours (Residents)

Type	Price
Clay Court (includes tax)	\$ 6
Hard Court (includes tax)	\$ 5

### City Employee:

Type	Price
Clay Court (includes tax)	\$ 3
Hard Court (includes tax)	\$ 2

### Child, non-prime time, hourly:

Type	Price
Clay Court (includes tax)	\$ 4
Hard Court (includes tax)	\$ 3

### Soft Court (includes sales tax):

Type	Price
Resident	\$ 6

### Tennis Passes (10 play passes):

Type	Price
Clay Courts:	
Pass:	\$ 55
Hard Courts:	
Pass:	\$ 45

### Instruction:

Type	Price
Private Lessons	\$ 60 /hour
Semi Private Lessons	\$ 30 /half hour
Group Lessons (4 or more)	
Adult	\$ 15-20 /hour per instructor
Junior	\$ 15-20 /hour per instructor
Clinic	
Team	\$ 15 /hour per instructor
Adult	\$ 15 /hour per instructor
Open	\$ 15 /hour per instructor
Junior Tournament Entry Fee	\$ 10-35 RANGE BASED ON EVENT TYPE
Tournament Entry Fee	\$ 15-40 RANGE BASED ON EVENT TYPE
League Rate	\$ 150 /team
Ball Machine	\$ 10 /hour
Summer Tennis Camp (individual)	\$ 139-249 /week BASED ON CAMP TYPE

Tournaments shall not be longer than five days, holidays are time and one half rates.  
A roster is required for league and team play.



## REVENUE PROPOSAL FORM – PAGE 4 of 4

Use this page to submit any additional itemized fee recommendations for consideration.

Service	Price
• ONLINE COURT RESERVATION SYSTEM: HISTORY DRIVEN RESERVATION SYSTEM THAT PROVIDES ALL PLAYERS WITH EQUAL OPPORTUNITIES TO GET COURT TIMES.	
- STANDARDIZED BLOCK BOOKING OF COURT TIMES DURING PRIME TIME. ALL COURTS ARE ON 1.5 hr TIMES TO HELP FACILITATE MORE PLAYERS DURING PRIME TIME. PLAYERS THAT GET BUMPED CAN BE REASSIGNED A NEW COURT.	

AUTHORIZED SIGNATURE: \_\_\_\_\_

TITLE: \_\_\_\_\_

(print/type name as signed above): \_\_\_\_\_

DATE: \_\_\_\_\_

OWNER / PARTNER

DAVID MCBURNIE

12/27/12

# ***NETRESULTS-All American Tennis***



## **RFP-7-2013 Tennis Management Services**

### ***Marketing Plan***





## Marketing Plan for Success

### **Creative marketing plan for success:**

- a. *Dedicated website ([www.winterparktennis.net](http://www.winterparktennis.net))*
- b. *Mass-email blasts: Constant Contact / over 8,000 address database*
- c. *Market programs through the town's seasonal brochure*
- d. *TIA: Tennis Welcome Center / Cardio Tennis website and search engines*
- e. *Develop tri-folds depicting facility info / summer, holiday camps*
- f. *School backpack flyer distribution or PTO database contact as Winter Parks lesson provider*
- g. *Free player evaluations to get new players involved with proper level of play*
- h. *Implement GETCOURTSIDE, a new technology that assists staff to run the following with ease; flex ladders, challenge ladders, book courts online and register for any program/activity online and increase revenues*

The most important ingredient of our success is the use of our website. We take the perspective that because we are in the public sector, we can maximize the amount of community awareness through brochures, banners and all the other methods we utilize to market our site.

We have become very involved in health and wellness initiatives that provide us the opportunity to showcase our capabilities at many of the outdoor community activities.

We benefit greatly from our website design and capabilities. We have found a significant increase in activity because players can see what's going on and how to go about getting involved. Most of our municipal partnerships allow us access to their community brochure that circulates every four months that advertise our programs, back pack flyer distribution in all schools and promotion from the town's website.

We are very active in the development of professional banners printed and hung on fences at town facilities that enjoy high traffic. The banners immediately associate complete programming with our website. We try to simplify our message...for health options that last a lifetime, go to [www.winterparktennis.net](http://www.winterparktennis.net).

As discussed earlier, our partnership with the TIA allows us to have folks find us on a nationwide website and know every program we offer. The USTA provides us with not only successful team programs for adults and juniors; in addition to being an important partner with the USTA, the USTA has served us very well establishing relationships with the schools as well. Providing support for our schools is a passion for us... we are cultivating new players everyday who gravitate toward our programs and facilities.

Lastly, we derive effective tri folds for distribution at every activity we are involved with. The marketing design for WPTC would include brochures for the tennis facility that provides a total overview of the facilities as well as tri folds for each of the programs that we offer the community; adult, juniors, teams, camps, competition brochure that contains tournament and league play information.



### ***1. The key ingredients to making WPTC a successful venture***

- The development of a solid relationship with the Recreation Dept of Winter Park (community brochure)
- Marketing of our programs through the community: Constant Contact (currently used for all facilities/6.600)
- The placement of banners in high traffic areas directing the community to our website, [www.winterparktennis.net](http://www.winterparktennis.net)
- Schools access, tap into our "10 & Under" relationship w/ USTA and our develop our facility to be leaders in "10 & Under" tennis and how we make it happen
- The affordability of memberships proposed in an effort to get "players back" at WPTC then once our program grows in numbers and popularity to modify rates to play
- Local Health and Wellness opportunities for us to develop partnerships
- The development of summer camp concept that includes tennis, arts, computer science, all sports
- Pro Shop development: The actual configuration based on traffic flow and potential
- Staff hires / hours that shop will be staffed / staff responsibilities that are comprehensive

#### **Need to be included**

- Program brochures
- NETRESULTS flyer
- Website screen shot

# NETRESULTS TENNIS

Brookline's Municipal Specialists

Waldstein Tennis Center · Indoor Tennis Center · Amory Tennis Center · About Us · Contact Us · Search this site...

GO

Home

## Upcoming Activities



Junior Spring Program



Adult Spring Program



Jr Outdoor Spring Program



Adult Outdoor Spring Program

## Photo Gallery



Junior Spring Program



## Indoor Tennis Center



Junior Spring Program

More »

- Adult Spring Program
- Jr Outdoor Spring Program

## 2012 Outdoor Season



Amory Park Tennis Center

More »

- Summer Junior "Jam Weeks"
- Rally Nights



Read the Latest NETRESULTS News

Having trouble viewing this email? [Click here](#)

# NETRESULTS TENNIS

*Brookline's Municipal Specialists*

## Winter Cycle

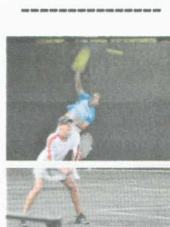
**Jan 2nd-Mar 17th**

**Late Fall 100% sold out...DON'T MISS OUT!**



### Junior Program

- Already 1/3 sold out
- Young Stars / Futures / ATP II & II
- Only 12 hours of junior programs....
- Keep your child on the fast track of development



### Adult Program

- Only 10 hours of adult programs
- Learn to Play / Play Better / Performance
- Rally Nite: Thurs 9 pm (Play Better)

## WINTER REGISTRATION

## Private Lesson Options

### Thanksgiving Weekend



**Sat Nov 24th**

*9-10 am / 10-11 am*

**Sun Nov 25th**

*9-10 am / 10-11 am*

*11 am-noon / Noon-1 pm*



## **Tennis Highlights**

### **TRAINING**

Junior Development Program

Full Range of Adult Power Hours

Team Training Program

Private Lessons Available

### **MATCH PLAY**

Adult Drop In's

Adult Match Service (Free)

USTA Jr Match Day (Sat)

---

### **NETRESULTS**

#### **INSTRUCTIONAL STAFF**

Director.....David MacBurnie

Head Pro.....Derek Kelly

Staff Pro.....Tommy Lay

Pro Shop.....Clifford Goldsmith

NETRESULTS  
Attn: David MacBurnie  
P O Box 81313  
Wellesley Hills, MA 02481

## **BROOKLINE RECREATION TENNIS**

# **AMORY PARK 2012**

### **NETRESULTS**

**David MacBurnie..Director  
Amory Pro Shop  
617.730.2073**

**[www.netresultstennis.net](http://www.netresultstennis.net)**

## NETRESULTS Tennis

### NETRESULTS Tennis

David MacBurnie has directed high end clubs and municipalities on the east coast since 1982. David is former top 10 nationally ranked player and also a certified USTA High Performance Coach. The NETRESULTS instructional staff is comprised of experienced USPTA professionals and successful former collegiate players that bring a significant amount of knowledge and continuity to the program. The instructional methodology focuses on cardio, stroke training and excitement for the kids through situational games.

NETRESULTS partners with the town of Palm Beach to operate Seaview Park TC and Phipps Ocean Park TC, both have been selected as Best Municipal Facility Award by the USTA. NETRESULTS recently was chosen to manage a 41 court facility in Tampa, FL. That includes the USTA Florida signature "10 & under" facility that consists of (18) junior courts.

We are proud to have the opportunity to provide an instructional program of the highest quality to the community of Brookline.

**HEAD / Penn**

NETRESULTS  
P O Box 81313  
Wellesley Hills, MA 02481

## NETRESULTS SUMMER JUNIOR PROGRAMS

### BROOKLINE RECREATION "2012"

**10 & under experts in  
Quick Start Tennis**

**David MacBurnie...Director  
Hotline 781.239.9975**

**[www.netresultstennis.net](http://www.netresultstennis.net)**

# SUMMER JUNIOR TRAINING OPPORTUNITIES

## Summer Jr "Jam Weeks"

### Camps Levels

#### Developmental (4-12 yrs)

*"Developing fundamentals"*

**Mon-Fri 9:00 am- 12:00 pm**

#### High Performance (12-16 yrs)

*"Advanced / experienced players"*

**Mon-Fri 1:00 – 4:00 pm**

***Camps Hosted@ Waldstein Park***

### JAM WEEKS INCLUDE

- \* Fun /Action / Energy
- \* Games based learning
- \* 6:1 Student / Pro ratio
- \* Daily competitions
- \* Values based
- \* Friday "Match Day"

### NETRESULTS INSTRUCTIONAL STAFF

Director.....David MacBurnie  
Head Pro.....Derek Kelly  
Staff Pro.....Tommy Lay  
Staff Pro.....Chris Potter

## NETRESULTS

Jr Summer Afternoon Program  
Waldstein Park

### Young Stars (ages 4-6)

No experience, just starting  
*Mondays / Wednesdays 4-5 pm*

### Futures (ages 7-10)

Minimal experience, fundamentals  
*Tuesdays / Thursdays 4-5 pm*

### ATP I (ages 10-12)

All strokes, ready for match play  
*Mondays / Wednesdays 5-6 pm*

### ATP (ages 12-15)

Solid player, aspiring tp play high school  
*Tuesdays / Thursdays 5-6 pm*

### Program Cycles

**I** June 4th-July 13th / **II** July 16th-Aug 24th  
***All programs 6 weeks / Fees: \$156***

Jr Summer Morning Program  
Amory Park

### Young Stars (ages 4-6)

No experience, just starting  
*Tuesdays / Thursdays 11 am-noon*

### Futures (ages 7-10)

Minimal experience, fundamentals  
*Mondays / Wednesdays 11 am-noon*

### Program Cycles

**I** July 2nd-July 27th / **II** July 30th-Aug 24th  
***All programs 4 weeks / Fees: \$104***

**www.netresultstennis.net**

## REGISTRATION

Junior Name \_\_\_\_\_

Cell # \_\_\_\_\_

Age\_\_\_\_ Level\_\_\_\_\_ Group\_\_\_\_\_

E-Mail \_\_\_\_\_

Program \_\_\_\_\_

Group desired\_\_\_\_\_ Pmt\_\_\_\_\_

### JR JAM WEEKS

(Please circle weeks desired)

WK #1.....June 18 - 22  
WK #2.....June 25 - 29  
WK #3.....July 2 - 6  
WK #4.....July 9 - 13  
WK #5.....July 16 - 20  
WK #6.....July 23 - 27  
WK #7.....July 30 - Aug 3  
WK #8.....Aug 6 - 10  
WK #9.....Aug 13 - 17  
WK #10.....Aug 20 - 24  
WK #11.....Aug 27 - 31

JAM WEEKS.....\$299  
DAILY.....\$65  
MULTIPLE WEEKS.....\$279

Checks made payable and send to  
**NETRESULTS**  
**P. O. Box 81313**  
**Wellesley Hills, MA 02481**

**BROOKLINE TENNIS HOTLINE**  
**781.239.9975**

**www.netresultstennis.net**

## My Dashboard

Dec 17, 2012 - Dec 23, 2012

### Unique Visitors

**93**

% of Total: 100.00% (93)



### Pageviews

**374**

% of Total: 100.00% (374)



### Bounce Rate

**49.24%**

Site Avg: 49.24% (0.00%)



### % New Visits

**51.52%**

Site Avg: 51.52% (0.00%)



### Avg. Visit Duration

**00:01:59**

Site Avg: 00:01:59 (0.00%)



### Visits by Page

Page	Visits
/index.php	81
/featured-news/adult-winter-program	16
/indoor-tennis-center/adult-winter-program	6
/featured-news/junior-spring-program	5
/amory-tennis-center/directions	4
/contact-us	4
/amory-tennis-center/official-opening-of-the-amory-park-tennis-center	1
/amory-tennis-center/private-lessons	1
/amory-tennis-center/staff-bios	1
/amory-tennis-center/tennis-channel-comes-to-amory	1

### Visits by Keyword

Keyword	Visits
(not set)	54
(not provided)	24
net results tennis	19
brookline tennis	5
destination tennis boston	4
netresults	3
netresults tennis	3
brookline amory park tennis courts	2
net results tennis brookline	2
tennis lessons newton ma	2

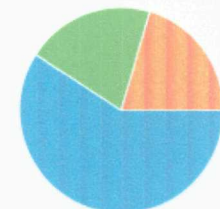
### Visits and Pages / Visit by Region

Region	Visits	Pages / Visit
Massachusetts	94	2.76
Florida	7	2.71
California	5	2.40
New York	5	6.20
Pennsylvania	4	3.75

### Visits by Landing Page

Landing Page	Visits
/index.php	81
/featured-news/adult-winter-program	16
/indoor-tennis-center/adult-winter-program	6
/featured-news/junior-spring-program	5
/amory-tennis-center/directions	4

### Visits by Traffic Type



■ 59.09% organic

78 Visits

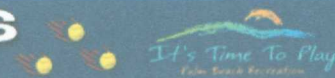
■ 20.45% direct

27 Visits



# PALM BEACH TENNIS

NETRESULTS Tennis, Municipal Specialists




Events · Seaview Park Tennis Center · Phipps Ocean Park Tennis Center · About Us · Contact Us

Search this site... [GO](#)


[Home](#)

## Upcoming Events

 Adult Davis Cup  
(Jan 28)

 PB Doubles  
Champs. (Jan  
21-22)

 Pro Exhibition  
Challenge Feb  
3rd

 PB Singles  
Championships  
Feb 25-28

## Latest Tennis Photos



Adult Davis Cup (Jan 28)

## Seaview Park Tennis Center



### Junior Programs

More »

· Adult Programs

· Adult Leagues

## Phipps Ocean Park Tennis Center



### Adult Instructional Programs

More »

· Daily Drop In Round Robins

· Phipps Tennis Events

## Palm Beach Tennis Events



## What's Happening



## Have a Question?

About a Program?  
About a League or Activity?  
About Palm Beach Tennis?

[Click Here - Let Us Help!](#)



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***Holiday Wishes to You and Your Family  
From all of us at Palm Beach Tennis...Ho, Ho, Ho!***



### **Holiday Jam Camps**



***Dec 24th-28th / Dec 31st-Jan 4th  
(No Tuesday Tennis)***

#### **Camps**

***Option I: 9:30 am-12:30 pm***

***Option II: 1-4 pm***

**Developmental: Young Stars / Futures**

**High Performance: ATP I / ATP II**

***DON'T MISS OUT!***

**[CONTACT DEJAN TO REGISTER](#)**

### **Great Gift Ideas**

# **“2012-13” Tennis Calendar**

## **MAIN EVENTS**

**Jan 26th:** Adult Davis Cup

**Mar 23rd:** Adult Rough / Smooth

**Apr 6th:** Adult Centennial

## **PLAYING PROGRAMS**

Junior Grand Prix Series

Junior QuickStart Tournament

Adult Rally Nites

## **PALM BEACH CHAMPIONSHIP SERIES**

**Jan 19th-20th**

Palm Beach Doubles Championships (M/W)

**Feb 16th -17th**

Palm Beach Doubles & Mix-Doubles 55, 65 (M/W)

**Feb 23rd-24th**

Palm Beach Singles Championships (M/W)

**Apr 13th-14th**

Palm Beach Mixed Doubles Championships

## **USTA EVENTS**

**April 20th-21st:** USTA Palm Beach

Jr Championships (Local 10,12,14 B/G)

**May 4th:** USTA QuickStart Junior Rookie

SEAVIEW  
Attn: Dejan Minic  
P.O. BOX 2029  
PALM BEACH, FL 33480

# **“2012-13” SEAVIEW TENNIS SERVICES**



## **NETRESULTS**

**Dejan Minic..**

**Head Tennis Professional**

**dejanminic@bellsouth.net**

**561-838-5404**

**561-227-6459**

**www.palmbeachtennis.us**

# JUNIOR TRAINING

## JUNIOR DEVELOPMENT

**YOUNG STARS** (Beg / ages 4 - 6)

Tuesdays / Thursdays 3:30 - 4:30 pm

**FUTURES** (Adv Beg / ages 7 - 9)

Mon / Wed / Fri 3:30 - 4:30 pm

**ATP CHALLENGER** (ages 8-10)

Tuesday - Thursdays 4:30 - 6 pm

## HIGH PERFORMANCE

**ATP I & II** (Intermediate / ages 10 - 16)

Mon / Wed 4:30 - 6 pm

**Varsity** (Intermediate / ages 13 - 17)

Fri 4:30 - 6 pm

### Daily Court Fees: (Non-Pass Holders)

* Adult	\$8.00	\$15.00
* Junior	\$4.00	\$8.00

- Annual Pass cards may be purchased. Proof of residency is required to qualify for resident rates.

[www.palmbeachtennis.us](http://www.palmbeachtennis.us)

# ADULT TRAINING

## POWER HOURS

### Mornings

Mon (11 am-noon)

Sat (8:30-10:00 am)

Sun (9-10 am)

### Evenings

Mon (6-7:30 pm)

Wed (6-7:30 pm)

Thurs (6-7:30 pm)

NTRP: Intermediate 3.0-3.5, Advanced 4.0+

Power Hour: Cardio, lot's of balls, situations

## Future Team

Thurs (8-9:30 am)

NTRP: Intermediate 3.0-3.5

Future: Training for new team player

## Learn to Play

Tues / Fri (8:30 - 10 am)

Tues (6 - 7:30 pm)

NTRP: Beginners 2.5

Learn to Play: Minimal experience

## Skills & Drills

Mon (8 - 9:30 am)

NTRP: Intermediate 3.0-3.5 / Advanced 4.0+

Learn to Play: Minimal experience

## "King of the Hill" Challenge

Professional doubles exhibition

First Friday of each month 6:30 pm

January 4th / February 1st

March 1st / April 5th

# IMPORTANT FACTS

## Seaview Park Pass Holders Services

\* Adult Team Play \*

\* Game Match Services \*

\* Tournaments \*

\* Socials / Pro Exhibitions \*

## Program Cycle Dates

Cycle I Aug 20th - Sept 21st

Cycle II Sept 24th - Nov 2nd

Cycle III Nov 5th - Dec 21st

Cycle IV Jan 7th - Feb 15th

Cycle V Feb 18th - April 12th

Cycle VI April 15th - May 24th

## Jr Holiday Camp

Dec 24th - Jan 4th

## Jr Spring Break Camp

March 11th - 22nd

## Jr Summer "Jam Weeks"

[www.palmbeachtennis.us](http://www.palmbeachtennis.us)



Tampa Tennis

[http://www.tampatennis.net/](#)

RSS

Google

[National and... and Report](#)
[Scripps Colle..., California](#)
[Claremont C...nvironment](#)
[Thesaurus.com](#)
[Gmail](#)
[The Five-Co...altese.com](#)
[Novell WebAccess](#)
[Welcome to ... | Facebook](#)
[Yahoo!](#)

TAMPA TENNIS AT HCC

Tampa Bay's Municipal Specialists With 41 Courts!

[Jr Program](#) · [Adult Program](#) · [Leagues](#) · [Membership](#) · [HCC Facility](#) · [About Us](#) · [Contact Us](#)

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Summer Jr Tennis Camps

All Day Sports Camp

Junior Grand Prix

Junior 10 & Under Festivals

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Membership & Rates

Membership Benefits

More »

- Classification / Rates

HCC Facility

Let's Tour HCC...

More »

- USTA Official 10 & Under Facility

Register Now!

Events

Leagues

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Clinics

Lessons

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# TAMPA TENNIS AT HCC

*Tampa Bay's Municipal Specialists With 41 Courts!*



## Pro Exhibition

**Fri Nov 30th @ 6 PM**



*Top doubles / Loads of laughs / Pizza & music  
Don't Miss the Fun!*

## Jr In House League / Draft Night

**Fri Nov 30th @ 4:30 PM**



*Registration night / Team placement / Pro exhibition to follow  
Free tennis / Pizza / Music / Prizes  
Practices begin Tuesday, Jan 8th / First match Friday, Jan 11th*

[Contact Kevin to Register](#)

## New Junior Cycle

**Begins Monday Dec 3rd**



*Popular Programs*

*New 6 week cycle runs through Jan 25th*

*New Classes: Young Stars (Mon / Wed 4:30 PM) in addition to existing schedule*

## HCC Tennis Center Info

### Membership Services

- \* Adult Team Play \*
- \* Game Match Services/Drop In's
- \* Tournaments \*
- \* Socials / Pro Exhibitions \*

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### Membership Classifications

(Rates on the website)

- \* Adult Annual \* Junior Annual
- \* Senior Annual \* Family Annual

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### NETRESULTS - All American Tennis

HCC Tennis is back in a big way; completely renovated facility, "state of the art" USTA Jr facility, fresh and proven programs, top USPTA staff and the very best in customer service. We have over 90 years of management experience behind our team as leaders in municipal tennis growth for the last 20 years. We currently manage the tennis operations for both the town of Brookline, MA and the town of Palm Beach, FL that provides service for over 6,600 families. We are excited to be a part of the revitalization of tennis at one of the state's hidden jewels, HCC Tampa Tennis.

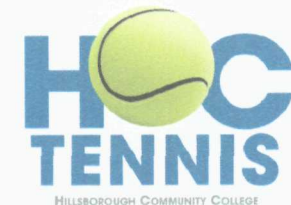
[www.tampatennis.net](http://www.tampatennis.net)

TAMPA TENNIS at HCC  
Attn: Ron Hakala, Manager  
3901 Tampa Bay Blvd  
Tampa Bay, FL 33614

2012-13

*Tampa Tennis at HCC*

Tennis Services



**Tampa Tennis at HCC**

**Kevin Brundle, USPTA**  
**813.348.1173**

**[www.tampatennis.net](http://www.tampatennis.net)**



## Tampa Tennis

Dec 17, 2012 - Dec 23, 2012

### Unique Visitors

**173**

% of Total: 100.00% (173)



### Pageviews

**586**

% of Total: 100.00% (586)



### Bounce Rate

**51.60%**

Site Avg: 51.60% (0.00%)



### % New Visits

**75.00%**

Site Avg: 75.00% (0.00%)



### Avg. Visit Duration

**00:01:52**

Site Avg: 00:01:52 (0.00%)



### Visits and Pages / Visit by Region

Region	Visits	Pages / Visit
Florida	124	3.40
(not set)	8	1.00
California	6	2.17
Kentucky	5	1.20
Texas	5	4.00

### Visits by Page Title

Page Title	Visits
Tampa Tennis	104
HCC Facility   Tampa Tennis	14
Pro Shop   Tampa Tennis	14
Adult Tennis   Tampa Tennis	8
Junior Tennis   Tampa Tennis	8
Adult Lessons   Tampa Tennis	4
X-Mas Break Holiday Camp (Dec 24th)   Tampa Tennis	4
NCAA Spring Break Tennis 2013   Tampa Tennis	3
USTA Leagues   Tampa Tennis	3
About Us   Tampa Tennis	2

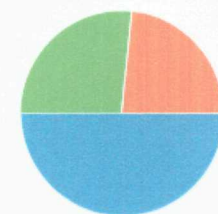
### Visits by Landing Page

Landing Page	Visits
/index.php	104
/facility/information/index.php	14
/facility/index.php	13
/adult-program/index.php	8
/jr-program/index.php	8
/adult-program/lessons/index.php	4

### Visits by Keyword

Keyword	Visits
(not set)	94
(not provided)	26
hcc tennis	5
tampa tennis	4
hcc tennis complex tampa fl	3
hcc tennis tampa	3
hcc tennis center	2
jr grand prix tennis	2
tennis leagues tampa	2
tennis shops tampa	2

### Visits by Traffic Type



■ **50.00% organic**  
94 Visits

■ **26.59% direct**  
50 Visits



# NETRESULTS TENNIS

## BROOKLINE'S MUNICIPAL TENNIS SPECIALISTS

**Year Round Adult / Junior  
Instructional Program**

**Summer Junior "Jam Weeks" Camp**

**Rally Nites / Game Matching Service**

**Superior Customer Service**

**[www.netresultstennis.net](http://www.netresultstennis.net)**

OFFICIAL SITE

**TENNISWELCOME**CENTER  
*learn to play tennis... fast!*

**High Cardio  
Games Based  
Top USPTA Staff**



60"

24"



A



B



C

## STEP 1 - Please Review & Verify Specs

TOTAL QTY: 1x  
SIZE (wxh): 60" x 24"  
sides: single

OUTPUT METHOD: soljet  
OUTPUT MEDIA: banner 13 oz  
MOUNTING MATERIAL:

artwork colors: process

MODIFIERS: hems  
brass grommets

FIXTURE:  
qty - size - color:  
NOTES:

## STEP 2 - Check if Changes are needed

☐ Please contact Designer with changes **781-278-0150**  
Email: designer@instantsign.net **Fax 781-278-9550.**

## STEP 3 - Approve Your Order For Production

X

**\*Your signature approves the layout as designed, authorizes production to commence and your commitment to pay all balances upon completion.**

## STEP 4 - Payments & Deposits

Please Circle: MC / Visa / AMEX / Discover

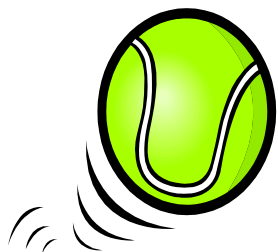
Print Card #: \_\_\_\_\_

Exp. \_\_\_\_/\_\_\_\_ Zip Code \_\_\_\_\_ 87

**\*We require a 50% deposit to begin production on approved art.**

# **NETRESULTS TENNIS**

## **BROOKLINE'S MUNICIPAL TENNIS SPECIALISTS**



High Cardio

Games Based

Top USPTA Staff



**Year Round Adult / Junior  
Instructional Program**

**Summer Junior “Jam Weeks”**  
**\* Best program / value \***

**Adult Match Opportunities**  
**Rally Nites / Drop In's**

**Game Matching Services**

**Superior Customer Service**

**WWW.NETRESULTSTENNIS.NET**  
**For further info / registration**

# ***NETRESULTS-All American Tennis***



## **RFP-7-2013 Tennis Management Services**

### ***Business Plan***





## **Operational Plan for Success**

### **2. Summary of our vision for the Winter Park Tennis Center**

We believe this facility can be a fully functioning club that services the needs of all members, guests, students, staff and pay as you play players. Adults and juniors of all levels and abilities will have the opportunity to take part and be active in something that interests them. From the "A" level tournament player to the grassroots novice players, the WPTC will be their home.

Our vision starts by making an immediate impact on the growth of community tennis activity for WPTC and the town of Orlando. The focus of our success in all of our operations is to develop and grow our own community foundation of players by building our own player base. By developing a diverse menu of instructional and playing programs for the community, we feel confident that the OHTC will be thriving in a short period of time with players of all ages and playing levels.

We look forward to creating an outstanding 10 & Under program that implements "Quick Start" that complements our experience as the proprietors of USTA Florida's only 10 & Under facility in Tampa Bay. NETRESULTS - All American Tennis utilize USTA Quick Start programs in all of our youth developmental programs and continue to have incredible results in enhancing the developmental experience for children ages 4-12. We are able to develop and keep these children involved in our programs for many years with a significant amount of conversion success to regular size courts and into USTA tournament competition. We are the blue print for successes throughout the east coast of Florida by setting the bar on how successful a Quick Start program can be. We would also look forward to hosting numerous 10 & Under tournaments in conjunction with the USTA as they continue the process of developing the format of tournament play. In Tampa we are blazing a trail for the rest of the country to follow as we host numerous events locally and state wide at our new 10 & Under Center.

#### **Recommendations to provide additional services:**

- a. Development of a dedicated website [www.winterparktennis.net](http://www.winterparktennis.net)
- b. Free member only clinics (3 x week)
- c. Cardio Tennis program (workout program component)
- d. Complete clay court comprehension, over 56 years of experience
- e. Superior customer service
- f. Industry resource: maximize profits and minimize expense
- g. Summer "Jam Week" camp program for juniors (Developmental & High Performance)
- h. Develop Jr unranked circuit within both facilities, 6-8 events annually culminating with playoff "shoot out" for top 8 finishers
- i. Ensure that the pro shop is staffed to ensure the highest quality of service



### 3. **Overview of how we intend to make the operation profitable.**

A detailed description of revenues is included in the monthly budget but here are the ways in which we continually turn out quality programs.

#### **Approach and Methods to Accomplish**

- *Marketing*
- *Instructional dynamic*
- *Customer service of a private club*
- *Value our customers, provide extra resources weekly*

The success that we have achieved throughout our career has been predicated on basic life principles learned early. We focus on developing relationships, establishing trust to allow us to do the best possible job for each of our clients. We hire the best professionals that are able to understand and learn our philosophy of developing players of all ages and abilities. We provide a very unique instructional methodology that is based on fast paced programs that include a high cardio component; fun games based style and a sense of accomplishment by our students. With over 60 years directing the tennis operations for high end private clubs, we have integrated a high level of customer service that encompasses first class facilities, quality clothing and equipment lines, discounts of Pro Shop purchases and very active e-mail database that keeps our client base armed with new information and program happenings. To provide an example, our operation with the town of Brookline has over 1,950 families for whom we provide service. The entire operation is done through a tennis hotline number and a well designed website that provides all information that one could ask for. We have a dedicated staff that provides the utmost in customer care. We currently operate at 100% capacity in all of our instructional and playing programs throughout the year; we are sold out for our summer Jr "Jam Week" camp program almost 6 weeks prior to the summer's start. We will facilitate over 365 juniors this summer in our Developmental and High Performance camp programs alone. We do something also for our customer that is unheard of in our industry, we provide a gratuitous make up policy that allows our customers who travel, who have young families or for have health issues register with us knowing that they will receive make up opportunities. Our philosophy is that we can only develop players if they attend classes; therefore, we are motivated to get our players on the court and turn them into long term customers. It all goes back to the beginning; once the level of trust is established we are allowed to provide the utmost in exciting, innovative programming and the community players will follow our lead.

**Establish a Dynamic Youth Program:** The focus for our junior programs is developing a program for all ages and levels of play. The junior development program is made up of juniors 4 – 15 years that are beginners, still developing fundamentals or non competitive. For programs developing kids 4 – 11 yrs old, we utilize the USTA's Quick Start program and utilize the WPTC smaller courts options, modified racquet lengths and foam or low compression balls to encourage the juniors as they develop skills. We would design a program that keeps juniors at no more than a 2 year age discrepancy to keep the social element as a priority. Friends who play together attract more friends. The junior development program will have the same amount of hours made available to the public and will have a social component with Friday evening "Junior Nite Out" complete with music, pizza and refreshments. The next stage for their development is the creation of an in house league that allows them to begin competitions amongst their peers. The High Performance program would be a daily 90 minute program that would encompass tournament and school team training that would involve a technical, mental, physical and strategic component that are presented in phased progressions. The knowledge and experience of our staff combined with the components of the USTA High Performance program and the Sanchez-Casal methodology proves to be a breeding ground for junior players looking to take their games to their limits.



**Increase Participation:** The process of increasing participation is our number one rule. The programming that we establish for our players gives everyone a reason to be on the courts whether its instruction, social, competition or family. As described, the foundation of our program is to create a full menu for all levels of play which include instruction, competition and social elements that are specific for each level of play. The addition of more teams and the continued cultivation of existing adult team tennis always provide avenues to enhance membership and increase revenues. The implementation of the following programs has been the backbone of increased/ frequency of play:

- Adult / Senior / Jr. USTA League play
- Free Member Clinics
- Rally Nites
- Cardio Tennis
- Game Match Service
- Open Round Robin play
- High quality social calendar that includes weekly mixers, exhibitions and annual events
- Singles: Flex Ladders / One Night Shootouts
- Learn to Play programs (free racquets w/beginner lessons)

**Special Events:** To be able to put together a comprehensive portfolio of special events is essential. Events that are both fun, beneficial for the community and health oriented is a great foundation to operate fundraisers and all events. We have experience in running every event known to the industry including Tennis Jai Alai's, Member-guests, Member-Member tournaments, Pro-Member, club championships for adults and juniors of all levels, USTA tennis "block parties" Bus trips to ATP and WTA events, Weekly events covering drop in round robins, working ladies R/R, Men's Saturday morning R/R, exhibitions and social mixers.

**Instructors to Player Ratios:** We have two different ratios that we utilize. The Adult Power Hour and Junior Development programs are made up of a 6:1 ratio because of the amount of movement, cardio component and various games that are incorporated into these programs. For all Team and High Performance programs we operate on a 4:1 ratio with the goal of becoming more technically focused for this type of client's learning style.

#### **Proposed Schedule of Tennis Programming:**

- **Corporate:** We have had success establishing corporate involvement in our tennis programming. Due to the economic times we are going through, corporations are cutting back on bonuses and other perks. We establish clinics for weekly clinics for employees complimented by a weekly round robin / in house league play. The results have been fantastic. The corporations pay a set fee for the services and also join the facility as a corporate member. Revenues are enhanced by court fees and memberships and the program gets another aspect of the community to participate
- **Team:** Vital aspect to the success of any program. Includes all adult / senior and junior teams
- **Community:** Provide a slightly different philosophy for non high performance players. The focus is on player improvement, increased social opportunities, high cardio workouts and the option of moving into programs in the high performance category.
- **High Performance:** This program is established for junior and adult players alike. The programs goals are to develop players with more technical, strategic and match play capabilities



- **Social:** For every level of play we have in each of the community high performance programs, we will facilitate social programs that enhance relationships, provide a break from serious competitions and allow players to increase the amount of time spent on court each week. These programs are the backbone to the overall programs success.
- **Competitive:** We offer varied levels of team play for adults and seniors alike. We also would include working player leagues, mixed doubles leagues
- **Educational:** We have an obligation to the community as well as our members to host an educational program for their benefit. Such programs would include Tennis Across America Day, Sanchez-Casal Academy presentation and Health and Wellness programs and





## Management of Staff

We have a superior staff earmarked for WPTC. Our professionals have been trained exclusively at some of the top tennis resorts and private clubs in the US. They come to us looking for an opportunity to grow professionally. Although staffing for WPTC would not be completed at this point, we have a plethora of applicants for all industry positions through Simard Search. Simard Search is one of the largest staffing services in the tennis industry. As we grow in activity, our staff will grow proportionality to maintain the highest standards of customer service.

All staff professionals who will be employed at the WPTC will be NETRESULTS / All American Tennis employees who are currently at one of our facilities. The most successful aspect of transforming facilities that we currently manage into vibrant centers is the fact that our Head Pro and staff have a solid understanding of our successful template that is designed to maximize revenues and community satisfaction. The staff has a vested interest in the success of every aspect of our facility, program and clientele as we make provisions for performance bonuses annually.

The NETRESULTS / All American instructional staff have received the highest level of customer service training and are all multi-skilled in the various aspects of the tennis operations. The motivation of bonuses and advancement keep our pros operating at a level of service that would be consistent with the service at a private club. These policies allow us to retain our professionals longer resulting in fewer turnovers, continuity for the clients and faster growth. The road to success that we have enjoyed has been a relatively smooth one. The key for us is to provide the utmost in service. We feel that service is something that is hard to find today, particularly at municipal facilities. We focus in on making ourselves accessible to our community

### ***Proposed staffing (All staff USPTA certified)***

- *Director of Tennis*
- *Head Professional*
- *Pro Shop Manager*
- *Junior Director (Developmental / High Performance)*
- *Staff Professional*
- *Staff Professional*
- *PT Pro Shop Staff*
- *PT Pro Shop Staff*

***Len Simard, USPTA Master Professional***

***David MacBurnie, USPTA***

***Kevin Brundle, USPTA***

***Dejan Cvetkovic, USPTA***

***Marco Herrera, USPTA***

***Ignacio Monsalve, USPTA***

***Bryan Simard, USPTA***

***Orlando Cabrera, USPTA***



## Facility and Clay Court Maintenance

- **Maintenance experience / manual / goals**

- NETRESULTS will provide the most innovative and cost effective daily maintenance with that of a 5 star facility
- 60 years clay court department head for top private / municipal operations Currently over 60 clay / 28 hard
- Currently managing over 60 clay and 38 hard courts / top quality facilities / top quality courts!
- The implementation of a maintenance system that will maximize playability and community satisfaction
- NETRESULTS-All American Tennis will provide training for all aspects of facility maintenance
- Clay court maintenance / facility procedures (attachment included)
- Experience Specific:
  1. Experience with hydro and hydro grid courts
  2. Experience with court design and construction
  3. Experience providing the utmost in clay court playability with budgetary constraints

## Facility and Clay Court Ideology

NETRESULTS / All American boasts of over 60 years experience as department head for facility and clay court maintenance. We believe that the customer formulates their opinions of the level of professionalism that is exhibited when arriving at the facility, walking into the pro shop and hitting their first warm up shots on the clay. To cover these aspects of facility maintenance is what makes us different than the rest...we walk the walk.

We provide maintenance manuals, procedures and constant training to provide each battery of courts the nurturing they require to reflect our high standards. We currently operate 13 hydro courts for the town of Palm Beach that were selected as USTA Municipal Facilities of the Year in 2006 and 2009. We are fully experienced in all aspects of managing the intricacies of the hydro system and understand the level of commitment and investment the municipality has made at the facilities and manage them as if they were our own.

NETRESULTS / All American Tennis makes it a practice to hire only instructional and maintenance staff that comprehend our facility expectations. All staff are fully trained on clay court maintenance and share duties during scheduled times to ensure our entire staff works cohesively together to provide the utmost in facility and clay court maintenance. We have included a couple of brief examples of our level of management for your review.

It would never be a surprise to see either managing partner leading the clay court resurfacing, changing out sprinkler heads, hanging windscreens or simply rolling a battery of courts. We are proud to say that there is no task that we would ask of our staff that we as managers haven't already done a thousand times.

# Court Maintenance Sheet

Maintenance court sheets are used to be specific when making assessments of condition of individual courts. These court sheets will be used by the Director and the maintenance staff when communicating the specifics needs and work to be performed on each court. These sheets also serve as a record of the history of maintenance on each individual court to track patterns and allow us to make educated decisions regarding long range planning.

Court # \_\_\_\_\_


Court # \_\_\_\_\_


Court # \_\_\_\_\_


# Maintenance Checklist

## A.M. Opening

- \_\_\_\_\_ Upon arrival, ensure all courts are in playing condition for 8:00 am play.
- \_\_\_\_\_ If there are any court issues, report to the pro shop staff ASAP
- \_\_\_\_\_ All water coolers emptied, cleaned and filled w/ ice water minimum 3 x week
- \_\_\_\_\_ All tidy court baskets are to be emptied and cups adequately filled.
- \_\_\_\_\_ Check facility for garbage / balls
- \_\_\_\_\_ Any items that you see that may need to be addressed, communicate to Director
- \_\_\_\_\_ Front patio / entrance area swept / washed down daily, shop garbage emptied.

## Mid Day Maintenance

- \_\_\_\_\_ Sweep the facility for garbage and tennis balls prior to water coming on.
- \_\_\_\_\_ All water to come on @ 12:35, make sure patterns of all heads are correct.
- \_\_\_\_\_ If courts are dry, check the court sheet for next time and apply more water.
- \_\_\_\_\_ Fill coolers when needed / replace cups / empty garbage

## Weekly Maintenance

- \_\_\_\_\_ Courts to be rolled at least 2 x week depending on court moisture level
- \_\_\_\_\_ Calcium: Cts 1 / 2 (1 x month)      Cts 3 / 4 (2 x month)
- \_\_\_\_\_ Weeds; keep all courts free of weeds, spray with H<sub>2</sub>O / bleach

## Monthly Maintenance

- \_\_\_\_\_ Add material as needed to baselines / service lines / general areas of wear
- \_\_\_\_\_ Keep grass from getting too close to courts, cut trenches around each



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Monday, August 09, 2010

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- BookTennis.net provides your Tennis Club members with private online Tennis Court Reservations.
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- Administrator system provides an easy-to-use interface to monitor Member Tennis Court Reservations, block out Time Slots or update Facility Status.
- Maximize your off-peak time periods.
- Increase your monthly revenues!**
- Includes Member Game Matching System
- Includes Upcoming Events Module
- Includes Reports Module

**FEATURES**

- Tennis Court Reservations
- Game Matching System
- Upcoming Events
- Invitation Code member Sign-Up
- All these great features are included with your Club's subscription!

**ADD-ON MODULES**

- League Play Coming Soon!
- Sponsor Ads Coming Soon!
- Stand Alone Club Web Site

AOL TopSpeed™ Window (2) Allowing Pop-ups (0) LWSI...s Vault

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# ***NETRESULTS-All American Tennis***



## **RFP-7-2013 Tennis Management Services**

### ***Required Forms***



**RFP-7-2013  
Tennis Management Services**

**SIGNATURE SHEET**

The proposer represents that the following persons are authorized to sign and/or negotiate contracts and related documents to which the bidder or proposer will be duly bound:

<u>Name</u>	<u>Title</u>	<u>Telephone Number</u>
DAVID MAC BURNIE	PARTNER	617.875.9192
LEN SIMAND	PARTNER	407.491.6079

☒ My company will accept the VISA credit card as a form of payment for our services rendered.

COMPANY NAME: NETRESULTS - ALL AMERICAN TENNIS LLC

ADDRESS: 10240 TROUT RD  
ORLANDO, FL 32836

TELEPHONE 617.875.9192 FAX: 781.239.1442

EMAIL: DMACBURNIE@COMCAST.NET / LEN.SIMAND@AOL.COM

**ADDENDUM ACKNOWLEDGEMENT**

The proposer shall acknowledge obtaining all addenda issued to this formal solicitation from the City's web site by completing the blocks below. Failure to acknowledge all addenda may be cause for rejection of the response.

Addendum No. 1 Date Issued: 12/26/12

Addendum No. 2 Date Issued: 12/28/12

AUTHORIZED SIGNATURE: 

TITLE: OWNER / PARTNER

(print/type name as signed above): DAVID MAC BURNIE

DATE: 12/27/12





## DRUG FREE WORKPLACE FORM

The undersigned proposer, in accordance with Florida Statute 287.087 hereby certifies that

NETRESULTS - ALL AMERICAN TERMS does:  
(Name of Business)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under contract a copy of the Drug-Free statement.
4. Notify the employees that as a condition of working on the commodities or contractual services that are under contract, employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or no lo contendere to, any violation of Chapter 1893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this business complies fully with the above requirements.

(Authorized signature)

DAVID MAC BURNIE  
(Print/type name as signed above)

(Date)

12/26/12



# NON-COLLUSION AFFIDAVIT OF PRIME RESPONDENT

STATE OF MA  
COUNTY OF Norfolk

DAVID MAC GURNIE

, being duly sworn, deposes and says that:

- (1) He/she is OWNER / PARTNER of NATURES VETS - ALL AMERICAN FARM'S  
Title Firm/Company  
the respondent that has submitted the attached response.
- (2) He/she is fully informed respecting the preparation and contents of the attached solicitation and of all pertinent circumstances respecting such solicitation.
- (3) Such solicitation is genuine and is not a collusive or sham solicitation.
- (4) Neither the said respondent nor any of its officers, partners, owners, agent representatives, employees or parties in interest including this affiant, has in any way, colluded, conspired, or agreed, directly or indirectly, with any other respondent, firm or person, to submit a collusive or sham response in connection with the Agreement for which the attached response has been submitted or to refrain from proposing in connection with such Agreement, or has in any manner, directly or indirectly, sought by Agreement or collusion or communication or conference with any other responder, firm or person to fix the price or prices in the attached solicitation or of any other respondent, or to fix any overhead, profit or cost element of the proposed price or the proposed price of any other responder, or to secure through any collusion, conspiracy, connivance or unlawful Agreement any advantage against the City of Winter Park, Florida, or any person interested in the proposed Agreement.
- (5) The price or prices quoted in the attached response are fair and proper and are not tainted by any collusion, conspiracy, or unlawful Agreement on the part of the proposer or any of its agents, representatives, owners, employees, or parties of interest, including affiant.

(Signed) [Signature]  
(Title) OWNER / PARTNER

STATE OF FLORIDA  
COUNTY OF ORANGE

The foregoing instrument was acknowledged before me this 27<sup>th</sup> December '12 by David MacGurnie, who is personally known to me or who has produced as identification and who did (did not) take an oath.

Linda J. Wentworth (Signature of Notary Public)  
(Name of Notary Typed, Printed or Stamped)  
Notary Public  
(Commission Number)

Exp. November 14, 2019





## Contact Sheet

### EMERGENCY CONTACT

Emergency Contact Person: DAVID MACBURNIE  
 Telephone Number: 617-875-9192 Cell Phone Number: 617-875-9192  
 Residence Telephone Number: 781-239-1214

### LOCATION

Offerors shall complete and submit the information below to clearly identify the location and applicable percentage of the work to be performed at each location listed.

Prime Contractor/Contractor (Name & Address)	City	County	State/Zip	Percentage of Work Assigned
<u>NAA T</u>	<u>WINTER PARK</u>	<u>ORANGE</u>	<u>32789-4386</u>	<u>100</u> %
				%
				%
				%
				%

Subcontractor Contractor/Contractor (Name & Address)	City	County	State/Zip	Percentage of Work Assigned
				%
				%
				%
				%
				%

100 %  
 Total Percentage  
 (must equal 100%)



## **Local Vendor Preference Affidavit**

Vendor affirms that it is a local business as defined in Section XXII of the City of Winter Park Purchasing Policy & Procedures Manual.

A "local business" is defined as a person, firm, corporation, or other business entity maintaining a valid Business Certificate (at least one year prior to submitting each formal solicitation response) issued by the City of Winter Park that authorizes the business to provide the commodities or services to be purchased and a physical business address located within the limits of the City of Winter Park. A business which operates through the use of a post office box, mail house or a residential/home address shall not be eligible to qualify as a "Local Business".

Vendors shall affirm in writing their compliance with the foregoing at the time of submitting their bid to be eligible for consideration as a "local business" under this section. Additionally, Vendor shall include a copy of their current City of Winter Park Business Certificate with their bid response. Failure to do so will result in Vendor's submission being deemed not applicable.

Vendor must complete the following information:

Year Business Established in the City of Winter Park: \_\_\_\_\_

Vendor Name: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

STATE OF FLORIDA

COUNTY OF \_\_\_\_\_

Sworn to (or affirmed) and subscribed before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_,  
by \_\_\_\_\_, who is personally known to me or who has produced  
\_\_\_\_\_ as identification.

\_\_\_\_\_  
Signature of Notary Public

\_\_\_\_\_  
Name of Notary Typed, Printed or Stamped

\_\_\_\_\_  
Commission Number

**Electronic Articles of Organization  
For  
Florida Limited Liability Company**

**L10000111419  
FILED 8:00 AM  
October 26, 2010  
Sec. Of State  
nculligan**

**Article I**

The name of the Limited Liability Company is:  
NETRESULTS/ALL AMERICAN TENNIS LLC

**Article II**

The street address of the principal office of the Limited Liability Company is:  
10240 TROUT ROAD  
ORLANDO, FL. 32836

The mailing address of the Limited Liability Company is:  
10240 TROUT ROAD  
ORLANDO, FL. 32836

**Article III**

The purpose for which this Limited Liability Company is organized is:  
ANY AND ALL LAWFUL BUSINESS.

**Article IV**

The name and Florida street address of the registered agent is:  
ALL AMERICAN TENNIS LLC  
10240 TROUT ROAD  
ORLANDO, FL. 32836

Having been named as registered agent and to accept service of process for the above stated limited liability company at the place designated in this certificate, I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relating to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent.

Registered Agent Signature: LEONARD SIMARD