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A Proposal for WHITLEY PARK COMMUNITY



**Submitted by
YMCA of Metropolitan Washington**



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Proposal Overview

This proposal has been designed to help Whitley Park Community Association achieve the partnership goals that were shared with the YMCA and uphold the YMCA standards for service in meeting said goals. Therefore, the shared goals supporting this proposal include:

- for Whitley Park Association to work with one organization for all service area needs (tennis, aquatics, & wellness), beginning with tennis in year one.
- for Whitley Park Association to elevate the level of high-quality tennis programs and services that are delivered to its residents by working with the YMCA (one of the world's most established brands).
- for Whitley Park Association to improve and expand its offerings to residents through YMCA tennis programs and tennis facility management on a year-round basis.
- for Whitley Park Association to have the services included in this proposal supported by a dedicated YMCA Staff, that will uphold the YMCA service standards and ensure Whitley Park Association satisfaction.
- for the YMCA to increase the value of Whitley Park Association membership through the delivery of all partnership elements.

The pages that follow provide additional detail on YMCA services and conclude with the proposal details. We look forward to discussing this with you at your earliest convenience.



TENNIS SERVICES



The YMCA will provide the Whitley Park community with tennis facility management and programs administered by staff with the highest certifications from the USPTA/PTR, the global leader in tennis-teacher certification and professional development.

Tennis programs offered include:

- Private lessons, adult clinics, after-school youth program, and summer tennis camp
- Leagues and tournaments
- Socials and Mixers
- Special Events with YMCA Partners including CitiOpen and Washington Kastles

TENNIS FACILITIES MANAGEMENT

- Tennis coaches will work with Whitley Park's Manager to ensure all tennis courts and equipment (such as nets, windscreens, surfaces, etc) are maintained daily and all needed repairs are communicated for prompt service.
- YMCA Staff will support the Whitley Park Association with court scheduling management for residents.
- YMCA Staff will work with Association Director of Tennis to implement all marketing and programs to support the needs of the community and maximization of participation in tennis at Whitley Park.
- Expenses (mutually agreed upon) related to maintenance will be reimbursed to the YMCA by the Whitley Park Association.



PROPOSAL DETAILS

YMCA of Metropolitan Washington & Whitley Park Association

PROPOSAL DETAILS:

The YMCA of Metropolitan Washington proposes a 3-year agreement to manage Whitley Park Association's tennis facility in the areas of programming, court management, maintenance, front desk services, and HR/Hiring/Payroll functions. The target start date for our work together is January 2020.

ELEMENTS:

- The YMCA will oversee all tennis services elements mentioned in this proposal in collaboration with WP manager on related services, including tennis bubble setup/breakdown. We will provide greater detail on all related services in our formal agreement. After year one, we will explore expanding partnership in aquatics and wellness services.
- Whitley Park Association will be responsible for facility expenses (utilities, facility repairs, etc). Effectively all of the expenses that Whitley Park Association pays for currently. We will detail all of these expenses in our formal agreement.
- Whitley Park will receive a minimum guarantee of \$100k from court rental revenue plus 70% of the gross court rental revenue above \$100k.
- In addition, Whitley Park will receive 10% of the YMCA's net from tennis instruction.
- The YMCA proposes a \$50k annual management fee per year, which will pay for the dedicated leadership support in driving the overall success of the partnership with Whitley Park Association in each year.
 - In addition, Whitley Park will reimburse the YMCA for front desk staffing. This cost is estimated to be \$50k each year.

Based on the information you have shared with us the projected revenue share for Whitley Park Association is illustrated in the table below.

WHITLEY PARK PROPOSAL PROJECTIONS:

Totals	Year 1	Year 2	Year 3
Instruction	\$200,000	\$206,000	\$212,000
Court Time	\$158,600	\$163,350	\$168,250
Total Revenue	\$358,600	\$369,350	\$380,250
WP Net	\$48,020	\$51,555	\$55,195

- Whitley Park Net includes the following figures:
- \$100k from court rentals
- 70% from court rentals above \$100k
- \$50k expense for YMCA management fee
- \$50k (estimate) expense for reimbursement for front desk staffing