



CITA ANNUAL REVIEW

January 2015 –November 2015

Adult League Total Participation

<u>2013</u>	<u>2014</u>	<u>2015 YTD</u>
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8726	8411	8261
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Adult League Unique Players

<u>2013</u>	<u>2014</u>	<u>2015 YTD</u>
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3514	3387	3194
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Adult Tennis– New Programs/Local League Areas

- Bloomington Combo 7.5 Men
- Bloomington Combo 7.5 Tournament
- Bloomington New Adult League Committee
- **Evansville Spring Combo 7.5 Men**
- **Indianapolis Game, Set, Money Women's 7.5 Tournament**
- **Indianapolis Game, Set, Money Men's 8.5 Tournament**
- **Indianapolis WTT One Day Tournament – 87 participants**
- USTA Midwest Volunteer of the Month (October) – Mark Branaman
- USTA Midwest Frank Dowling Award – Charles “Chip” Strauch

Junior Team Total Participation

<u>2013</u>	<u>2014</u>	<u>2015 YTD</u>
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630	768	705
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Junior Team-New Programs/Local League Areas

- **Spring Non Advancing Tiger Tennis league**
- Winter Elite JTT Slam league – 18 & Under division
- Summer Advancing JTT Slam League
- **Winter Non Advancing Tiger Tennis league**
- Indianapolis Boys Gender Specific JTT Non-Advancing league

Midwest Youth Team Total Participation

<u>2013</u>	<u>2014</u>	<u>2015 YTD</u>
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1054	674	861
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Midwest Youth Team Tennis –New Programs

- St. Monica
- St. Matthew
- Brebeuf Summer
- St. Richard Next Step

Marketing

- Created **75th Anniversary Logo**
- Facebook likes up to **856 likes** (most of any District) with daily updates, **673 followers** on Twitter (most of any District) with daily updates and weekly updates to website
- Constantly updating our own **CITA email database in MailChimp** service leading to over 2800 adult and 1300 junior contacts in Central Indiana. Utilize MailChimp for Email communication to promote leagues and survey participants. Consistent email marketing with unique and relevant offerings will help both junior and adult tennis growth.
- 2015 Jr. Competition Handbook
- Game/Set/Money Adult one-day tournament promotion
- Summer Adult Leagues promotions: posters/flyers, Facebook posts, MailChimp
- Winter Adult Leagues promotions: posters/flyers, Facebook posts, MailChimp
- Tiger Tennis Spring Jr. Team Tennis promotions: posters, Facebook, MailChimp
- Tri-Level Draft promotion: posters/flyers, Facebook, MailChimp
- Winter Advanced JTT Slam League promotion
- MYTT programming: flyers
- Next Step programming: flyers, Facebook, MailChimp
- Single Gender Boy's program: flyers, MailChimp, direct emails
- 2015 Qualifiers: MailChimp
- 2015 High School Coaches Assn. Meeting: presentation to coaches on Jr. Team Tennis

Other

- CITA Board Training in January 2015 on the **Aperio High Performance Method**. Set goals for collaboration by focusing on three key events; **WTT One Day, Indianapolis Motor Speedway Kids Day and the Indianapolis Corporate Challenge**.
- Created **New 2015 10 and Under Earned Advancement Rookie Satellite Tour**. Put together one **tour** for Indianapolis and **one** for the outlying areas of the state. Created poster, flyers, email blasts and social media updates to promote and included almost every indoor facility in tour. Players were awarded medals as they progress in Earned Advancement.

- In early May, held our annual **Summer Captains meeting for around 350 captains** from the greater Indianapolis area. Indianapolis summer league includes over **3000 players**, one of the largest summer leagues in the Midwest Section. Over 7,000 balls were passed out, rules discussed and captains given many thank you gifts from area clubs.
- CITA facilitated the District Qualifier and the 10's qualifier with a total participation of 340 **players**.
- Staff has made visits to Lafayette, Evansville (3 times), Jeffersonville, Anderson, Muncie, Bloomington and Shelbyville.
- **Recycle Tennis event** increased to **10 local high schools** including a local school in Evansville. Local tennis facilities hosted drop off boxes for league players, Dunlop, Tennis Warehouse, Litho Press were some of our sponsors to help give deserving high school players access to new/slightly used equipment.
- **Successful CITA Indoor Facility Owner/Manager Meeting** held in early September, bringing in Craig Jones from USTA National and Mike Andrews from Wildwood Racquet Club.
- CITA promoted and supported the summer Special Olympics programming in conjunction with HCCTA.
- We ran the JTT District event, Adult & Mixed 18 & Over and 40 & Over District Championships, Adult 55 & Over District Championship, Adult 55 & Over State Championship, Mixed 18 & Over and 40 & Over State Championships, Tri-level and Combo District Championships
- CITA led the section in the amount of money claimed by players utilizing the USTA Midwest's Transition to USTA League rebate program. 29 players saved a total of \$1,375.66.