

2022

ANNUAL REPORT

Robin Montgomery
2022 Calgary National Bank Challenger
Women's Singles Champion



OSTEN & VICTOR
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ACKNOWLEDGMENTS

The OSTEN & VICTOR Alberta Tennis Centre would like to thank our donors, members, program participants, as well as funding supporters and partners, for their continued support of our Tennis Centre.

We would especially like to thank the Province of Alberta, City of Calgary, Parks Foundation of Calgary, Rogers Communications, National Bank, Tourism Calgary and Tennis Canada for their direct support of our Tennis Centre, the Calgary National Bank Challenger and our facility expansion. Without their support, none of our success would be realized.



Contact

Danny Da Costa

Chief Executive Officer

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MESSAGE FROM OUR CHAIR

Dear Member, Program Participant and Stakeholder,

As we enter our seventh year as a community non-profit tennis facility, I feel so grateful for the dedication and commitment of our volunteer Board of Directors, and our team of professional colleagues. We are also very thankful for the incredible support we have received from our energetic membership and the tennis community in Calgary.

There were many highlights in the growth of our tennis centre in 2022. The pandemic presented many challenges; however, we came through it all and moved forward significantly.

With the generous support of the Province of Alberta, Tennis Canada, Rogers Communications, Parks Foundation of Calgary, City of Calgary and our members and donors, we were able to raise the necessary capital to commence construction on the 1st phase of our facility expansion. The Covered Court Project "bubble" which saw the covering of our five existing outdoor courts, commenced in the spring of 2022, and was completed on time, prior to the start of our fall-indoor season. The bubble has been so well received by our membership and the tennis community, and now allows us to provide more year-round public and member access to tennis year-round.

After a two-year hiatus, our international tennis tournament, the Calgary National Bank Challenger returned, and this year for the first time with female participation. The Challenger event was once again, a tremendous success for the Centre and the city, generating millions of dollars in economic impact for the city and province.

The expansion of our tennis facility has allowed our membership to grow. We now have over 900 members in our facility and our Centre has been able to service more members and program participants due to our expansion efforts. We have also conducted many provincial, national, and international competitions in 2022 as well as numerous community tennis activities.

Our OSTEN & VICTOR Alberta Tennis Centre continues to be a very busy hub for tennis in Alberta and is recognized as the finest facility of its kind in Canada. We do not intend to rest on our laurels. We have plans (with the agreement of the city), to develop the lands to the south of our building for a community park and outdoor tennis.

Our CEO, Danny Da Costa was fortunate to receive two awards in 2022. Danny received Tennis Canada's Distinguished Service Award which is given to Canadians who have made significant contributions to the game of tennis in the province and country, and in December, he was awarded the Queen Elizabeth II Platinum Jubilee Award by the Government of Alberta. The award is given to Albertans who have made significant contributions to improving society in Alberta. Danny was one of only 7,000 Albertans to receive the award.

In conclusion, I wish to express my sincere appreciation for the exceptional leadership and hard work of our CEO Danny Da Costa and his incredible team at the OSTEN & VICTOR Alberta Tennis Centre, to whom I attribute our many successes. I am confident that 2023, with our newly covered courts, will continue to provide our members with exceptional experiences enjoying the wonderful sport of tennis.

Sincerely,

Ron Ghitter, C.M.
Chair, Board of Directors
OSTEN & VICTOR Alberta Tennis Centre

MESSAGE FROM OUR CEO

Dear Member, Program Participant & Stakeholder,

I want to take this opportunity to thank our members, program participants and key stakeholders for another outstanding year of tennis at the OSTEN & VICTOR Alberta Tennis Centre (ATC).

2022 was an incredible year of growth for the ATC. In May, the ATC held a ground-breaking ceremony to officially commence construction on our covered court project. The covered court project was our first phase of our facility Master Plan. Phase 1 of our project was successfully completed on time and within budget and opened to the public in early September. The expansion of our facility to 13-indoor courts has provided improved year-round access to tennis in Calgary. Our leadership group will now begin discussions with the City of Calgary to complete the next phase of our development (community park) and we hope we will be able to break ground as early as 2024.

Our facility continues to be one of Canada's leading tennis facilities. Our facility expansion has increased the number of public players and members who can now utilize our facility. A total of 71,000 court hours is now available for public play and programming on a year-round basis. Since our expansion has occurred, we have been able to accommodate **33%** more players into our ATC programs (year-over-year) and our membership has increased by **35%** year-over-year. Additionally, with the support of our membership, program participants and the tennis community, we achieved record participation numbers and membership growth.

As our organization continues to grow, so does our team at the ATC. Our team grew by **40%** in the past year and now consists of **50** full-and-part time employees, contractors, and seasonal staff. The ATC continues to work diligently to advance the sport of tennis in our community as well as making Calgary a better place to live.

In response to the crisis in Ukraine, the ATC provided work and employment to two Ukrainians who fled the war in Ukraine. After launching the SHE CAN PLAY Girls Tennis & Leadership Program in 2021, the ATC doubled down on its Diversity, Equity and Leadership strategy in 2022. Presently, the ATC has achieved gender balance in its workplace with **54%** of all employees at the ATC being female including **44%** of our management team being female.

Following a two-year pause due to the pandemic, the Calgary National Bank Challenger returned, and delivered another world-class event. The event has quickly become a very popular and well-attended event in Alberta, as well as one of the players' favourite events on tour. Our 2022 event featured a combined Men's & Women's event and saw record attendance of **10,751** which represents a **20%** increase in attendance from our 2020 event. Watch our recap video from this year's 2022 Calgary National Bank Challenger, by [clicking here](#).



MESSAGE FROM OUR CEO

A remarkable year culminated with national recognition for our team at the ATC. Our Tennis Director Nick Coutts was awarded Tennis Canada's Tennis Professional Association (TPA) Canadian Club Professional Excellence Award which recognizes Canada's top year-round tennis professional. This award was very well deserved as Nick has worked diligently to transform our tennis programs since his arrival at the ATC in 2018. Our ATC Board Chair, Ron Ghitter, was inducted as a Builder into the Canadian Tennis Hall of Fame. The award recognizes his tremendous work to grow the sport of Tennis across Canada over the past 60 years.

We are planning an action packed 2023 for our members, program participants and key stakeholders. We will continue to host major national and international tennis events including the Calgary National Bank Challenger. A focus for our team this year is to continue to make improvements to both the member and player experience at the ATC. Our goal remains to make the ATC Canada's best year-round tennis facility, as well as being the best tennis facility employer in Canada.

I want to take this opportunity to thank our wonderful Board of Directors, members and program participants who continue to be incredibly supportive of our Centre. I also want to recognize our entire team for all their hard work and contributions this past year. We could not achieve the level of success we enjoy without their hard work, dedication and leadership. I could not be prouder of our team for continuing to support tennis development in the province and making the ATC one of Canada's top tennis facilities.

Over the past 6 years, we have built an incredible organization that has continued to exceed expectations and deliver world-class experiences and events for our members and the tennis community in Alberta. As we approach year 7 of our existence, we are committed to continuing to improve tennis in the province by expanding our facility and programs and delivering more public access and opportunities to enjoy the sport.

We look forward to seeing you on the courts in 2023!

Sincerely,

Danny Da Costa
Chief Executive Officer
OSTEN & VICTOR Alberta Tennis Centre

ALBERTA TENNIS CENTRE AT A GLANCE

The OSTEN & VICTOR Alberta Tennis Centre is a world class state-of-the-art, fully accessible tennis centre utilizing the best tennis court & lighting technology. The Centre has been built to national and international specifications and regularly hosts provincial, national and international tennis competitions. The Centre was awarded Tennis Canada's Facility of the Year award in 2017, in the Centre's first full year of operation. The Centre also hosts the Calgary National Bank Challenger (ATP Challenger Event), held annually.

Facilities

- 71,000 square ft. state-of-the-art tennis & fitness centre on 4.24 acres
- 13 indoor (permanent structure) tennis courts (5 courts located in the bubble)
- 850 square ft. fitness facility
- Food service/café located upstairs in the Rogers Lounge
- Men's & Women's locker rooms with shower facilities
- Pro-shop services and products
- 2 Playsight technology courts
- Administrative offices

Honours

- Tennis Canada Facility Excellence Award - Facility of the Year Award 2017
- 5 Tennis Canada Distinguished Service Award Recipients - Hans Maciej (2005), Ron Ghitter (2016), Glen Scott (2016), Danny Da Costa (2021) and Patrick Thomas (2021)
- Danny Da Costa was awarded Queen Elizabeth Platinum Jubilee Medal by the Province of Alberta (2022)
- Nick Coutts was awarded the Tennis Canada Club Professional of the Year Award (2022)
- ATC Chair, Ron Ghitter was inducted into the Canadian Tennis Hall of Fame - Builder Category (2022) and also received the Order of Canada award



ATC VISION, MISSION, & VALUES



Our Vision

"To be the best community-based Tennis Development Centre in Canada."



Our Mission

"We will be a vibrant community hub, inspiring players to enjoy tennis and develop at all levels as a healthy sport for life."



Our Values

Family oriented, friendly, inclusive, ethical, progressive, state-of-the-art, holistic, service-oriented, honourable, learner centred, pride, youth-focused, and benevolent.



MEET OUR TEAM

Board of Directors

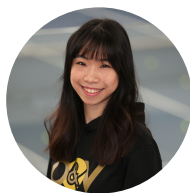
Ron Ghitler, Chair
Glen Scott, Vice-chair
Al Fowler, Treasurer
Steve Kirk, Director
Mike Smith, Director

Bob Rivard, Director
Wendy Ng, Director
Jason Balakas, Director

Management Team

Danny Da Costa, Chief Executive Officer
Nick Coutts, Tennis Director
Sila Huang, Manager of Club Administration
Kara Noel, Membership & Marketing Manager
Luka Gokadze, Operations Assistant

Adam Bond, Assistant Tennis Director
Diana Jacobs, Head of Junior Competitive Tennis & Events
Suzana Cavalcante, Head of Junior Development
Sixto Solomon, Maintenance Manager
Marc Colangeli,



Team Members

Member Services Team: Kateryna Polshyna, Pearl Hunt, Barbie Jean, Kirsten Walker, Lea Milas, Eloisa Ocsan, Brooklynn Magdy, Halley Destine, Kinga Bakcsi

Janitorial & Maintenance Team: Sixto Solomon, Albe Hubajib, Jipsy Guntan

Tennis Professional Team (full-time): Nick Coutts, Adam Bond, Diana Jacobs, Suzana Cavalcante, Lena Tsybouk, Luis Reyes, Roberto Vicentini, Lucas Noguera, Marc Colangeli, Marin Cens, Rodrigo Raimondo, Toni Klaric, Yurii Kushnir, Alec Morariu

Tennis Professional Team (part-time and/or seasonal): Shane Nicholls, Rahul Duggi, Andrew Ochotta, Dana Pallesen, Adrian Jugovic, Sophie Degrand, Mihir Chitre, Sophie Vedar, Anthony Salgado, Alexia Jacobs, Jeffrey James, Karin Hamilton, Emma Rutherford, Brandon Lin, Jane Crowshaw, Chloe Kugler, Yasmin Mansouri, Tamara Jovic, Pearl Hunt

Athletic Development Team: Lena Tsybouk, Angelina Claughton

HUMAN RESOURCES & PERSONNEL

OSTEN & VICTOR Alberta Tennis Centre grew in 2022, and so did our team! A major focus for our organization has been improving diversity, inclusion and equity in the workplace. Here are some highlights and achievements from our team over the past year:

Human Resources & Personnel

- ATC Team grew by 40% and now has 50 full-time, part-time, contractors and seasonal team members
- 44% of our management team is comprised of females
- 32% of our coaching team is comprised of females; overall 54% of our workforce is female

New Hires & Promotions

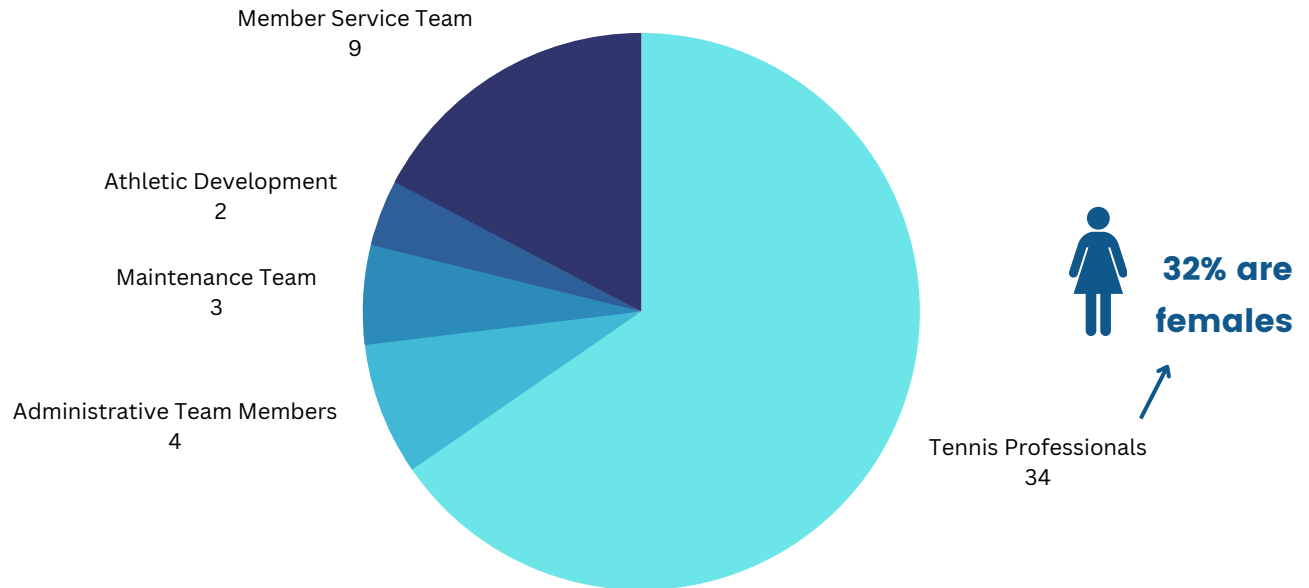
- Kara Noel was hired as Membership & Marketing Manager
- ATC hired 7 new full-time tennis professionals: Marc Colangeli, Marin Cens, Toni Klaric, Lucas Noguera, Yurii Kushnir, Rodrigo Raimondo and Alec Morariu
- Sila Huang was promoted to Manager of Club Administration, while Luka Gokadze was promoted to Operations Assistant from Member Services Attendant
- Tennis Professionals that were promoted this year: Adam Bond (Assistant Tennis Director), Diana Jacobs (Head of Junior Competitive & Head of Events), Roberto Vicentini (Competitive Teen Coordinator & Head Coach), Marc Colangeli (Head of High Performance), Marin Cens (Head Coach of High Performance), Alena Tsybouk (Head of Cardio Tennis)
- Pearl Hunt was promoted from Member Service Desk to Tennis Professional

Coach Certification & Development

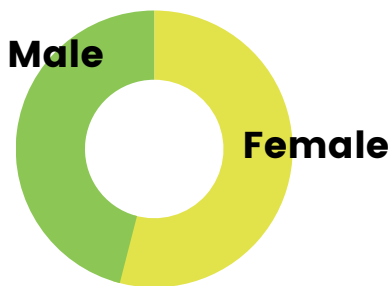
- ATC coaching team has the highest certified staff in the province and amongst the highest in Canada
- ATC has the highest number of Tennis Canada Course Facilitators in Canada: Nick Coutts, Adam Bond, Suzana Cavalcante and Alena Tsybouk
- Head of Junior Development, Suzana Cavalcante, has completed her training and is a fully certified Tennis Canada Course facilitator for the instructor course
- Head of Cardio Tennis, Alena Tsybouk, has completed her training and is now a fully certified Tennis Canada Cardio Course Facilitator
- ATC Coaches involved in certification courses in 2023 include: Marin Cens, Lucas Noguera will enroll in Coach 3 certification. Tennis Professionals Roberto Vicentini (Club Professional 2), Toni Klaric (Club Professional 2), Luis Reyes (Club Professional 2), Yurii Kushnir (Club Professional 1), and Rodrigo Raimondo (Club Professional 1)
- Yurii Kushnir and Luis Reyes have now been fully certified to deliver Cardio Tennis

OUR TEAM AT THE ATC

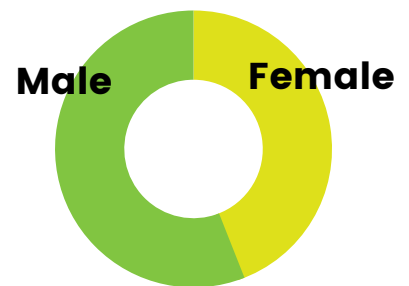
50 Full-time, Part-time, Contractors & Seasonal Team Members



Females make up 54% of our entire workforce



Females make up 44% of our management team



Team growth in 2022



- 7 new Full Time Tennis Professionals hired
- 10 female employees hired in 2022

Our team members speak 15 different languages!



2022 YEAR IN REVIEW

1st Quarter (Q1)

- ATC secures funding from Province of Alberta & Parks Foundation of Calgary for Phase 1 Facility Expansion
- ATC hires Kara Noel as our Membership and Marketing Manager
- ATC hosts its first SHE CAN PLAY Girls Tennis & Leadership Camp with 48 girls participating
- Tennis Canada awards ATC host of the U14 Fischer Canadian Junior Nationals
- ATC announces the return of the Calgary National Bank Challenger (November 6 -13, 2022)
- ATC announces the return of International Tennis Tournaments YONEX Calgary ITF Senior Event (May 20 -23, 2022) and YONEX Calgary ITF Junior Event (June 18-25, 2022)
- ATC receives approval from the City of Calgary to commence construction of the covered court project in April/May of 2022

2nd Quarter (Q2)

- ATC Hosts of the U14 Fischer Canadian Junior Nationals (April)
- Marc Colangeli, Marin Cens, Toni Klaric and Lucas Noguera, Rodrigo Raymondo, Alec Morariu and Yurii Kushnir join the ATC as tennis professionals
- ATC announces that the Calgary National Bank Challenger will become a combined Men's & Women's event, making it the largest and combined indoor tennis event in the country
- ATC announces funding from Tennis Canada and Rogers Communications for Phase 1 of the Covered Court Project "bubble"
- ATC commences construction on the Phase 1 of the Covered Court Project

3rd Quarter (Q3)

- ATC reopens membership sales after 2 years; sells over 200 memberships in first 2-weeks
- ATC financially supports the Calgary Tennis Club "Thomas/Wearmouth Memorial Tennis Tournament" with a \$5,000 donation to support mental health
- ATC financially supports Ukrainian tennis families who fled the war in Ukraine to participate in ATC club programming
- Friends of Ron Ghitter Fund & ATC financially support ATC coaches to travel to Canadian Junior Nationals to support ATC players
- ATC completes construction of the covered court project on August 31st
- ATC announces internal promotions for several team members

4th Quarter (Q4)

- ATC announces Vasek Posipisil, Kei Nishikori, Sabine Lisicki and Eugenie Bouchard as participants of the Calgary National Bank Challenger
- Lena Tsybouk conducts cardio tennis workshops in Canada and USA
- Luis Reyes is selected to coach Team Alberta at the Birmingham Wheelchair Nationals
- Calgary National Bank Challenger is held November 5 – 13, 2022
- Nick Coutts was presented Tennis Canada Club Professional of the Year Award
- Danny Da Costa was presented Tennis Canada Distinguished Service Award
- ATC Chair, Ron Ghitter is inducted into the Canadian Tennis Hall of Fame
- Friends of Ron Ghitter Fund financially supports 6-female players and, with coach Lucas Noguera, attend the Little Mo international tennis tournament in Florida
- Danny Da Costa is awarded Queen Elizabeth Platinum Jubilee Medal by the Province of Alberta

OUR NUMBERS AT A GLANCE

Total Program Participants



- **Winter 2022:** 1219
- **Spring 2022:** 1315
- **Summer 2022:** 1521
- **Fall 2022:** 1942
- **Male Players** = 42%
- **Female Players** = 58%

Total # of program participants: 5997

NIKE Camp Participants



- **Summer:** 428
- **Winter:** 45

Total # of NIKE participants: 473

Public Access Data



- **6000+** Public Players
- Over **35,000** served annually

ATC School Tennis Program



- **3610** Students
- **55,000+** students since 2016

Indoor Court Time Availability



- **52,077 hours** of court time available to the public
- **71,000** court hours available year-round beginning in 2023



5,500 court hours allocated to support tennis development in the province and across Canada through events, camps, program and coach and officiating, certification programs

Member Engagement



- **86%** court utilization on 13 courts
- **89%** of membership involved in club programming & activities
- **33%** more players are able to be accommodated due to Facility Expansion
- **85%** Program retention

FACILITY DEVELOPMENT

Our Vision for the Future

Phase 1: COMPLETE!

- Phase 1 was completed by Sept 2022 with the addition of the bubble structure. The 4 original outdoor courts were resurfaced and covered. The ATC centre now has 13 fully functional courts all year round!



Phase 2: Community Park

- Construction of 6 clay tennis courts
- Walking Trail / Path System will connect the Acadia community
- A playground and green space for our youth in the community
- A community gathering place (complete with a viewing deck/patio)
- Additional landscaping - tree planting, shrubs and flower beds
- Fully accessible and inclusive space
- Proposed winter outdoor skating rink that will be used by the community and open to the public (subject to availability of funds)



CALGARY NATIONAL BANK CHALLENGER 2022

The Calgary National Bank Challenger took place from November 6 to 13, 2022. Upon completing the Centre's first phase of our facility expansion, a Women's ITF Pro Circuit event was added alongside the Men's event. The addition of the combined Men's & Women's event ensured that the Calgary National Bank Challenger was one of the largest tennis events in Canada and the only combined indoor tennis pro event in Canada. The event benefitted from increased media exposure, fan interest, corporate and community support, which resulted in a week-long sell out of the event.

Key Success Measures

- **10,751** attendance; up **20%** year-over-year
- Overall marketing campaign had 50 million impressions (reach)
- **Digital Platform:** Pattison & Outfront Media Campaigns generated 38 million impressions
- **Radio & TV:** Bell Media & Rogers Media Campaign generated over 8 million impressions
- **Print:** Advertising generated over 3.1 million impressions
- 100% week-long sold-out event
- Event saw media coverage in over 200 media outlets across Canada and worldwide
- Onsite Activation with the Calgary Flames Hockey game (17,783 attendance)
- Mall Tennis Activation- Core Shopping Centre (22,000)
- Attracted 3 Grand Slam Singles Finalists: Kei Nishikori (withdrew - injury), Sabine Lisicki, Eugenie Bouchard (withdrew - injury)

Challenger Volunteer Data



- **# of volunteers:** 268
- **# of hours:** 5,158
- **% of volunteers that said they would return:** 84%

Major Media Partners



Women's Singles Champion:
Robin Montgomery (USA)

Women's Singles Finalist:
Urszula Radwańska (Poland)



Men's Doubles Champions:
Maximilian Neuchrist (Austria)
&
Michail Pervolarakis (Greece)



Women's Doubles Champions:
Catherine Harrison (USA)
&
Sabrina Santamaria (USA)



Men's Singles Champion:
Dominik Koepfer (Germany)

Men's Singles Finalist:
Aleksandar Vukic (Australia)

ATC MEMBERSHIP

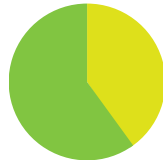


Membership growth year-over-year

- 35% growth in membership!



Member profile by gender for 2022

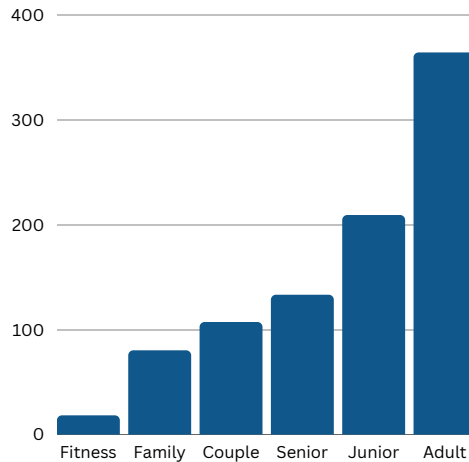


- Male members: 60%
- Female members: 40%



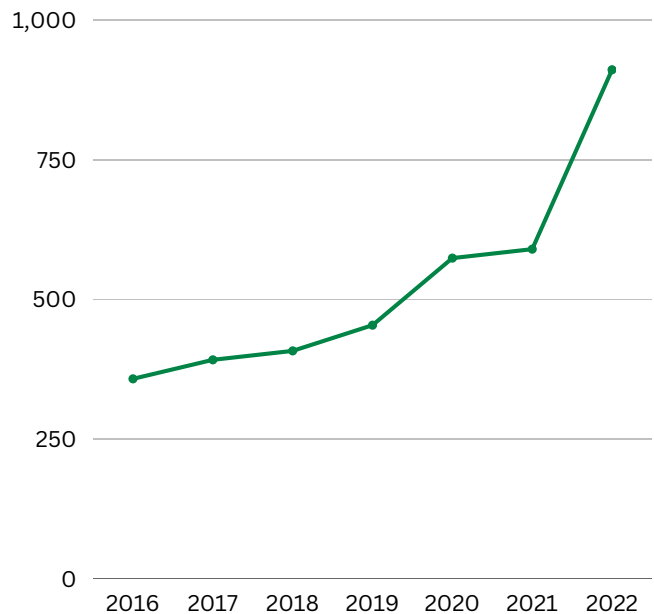
Membership types

- Adult: 364
- Junior: 209
- Senior: 133
- Couple: 107
- Family: 80
- Fitness: 18



Historical Overview of Membership (year-over-year)

- 2016: 358
- 2017: 392
- 2018: 408
- 2019: 454
- 2020: 574
- 2021: 590
- 2022 current total # of members: **911**



TENNIS PROGRAMMING

The OSTEN & VICTOR Alberta Tennis Centre enjoyed an incredible 2022. Here is a recap of our key performance achievements from the past year:

Junior & Adult Programming

- Our Fall 2022 program had **1,942** junior and adult registrations
- **5,997** registrations program junior & adult program registrations; an increase of 22% year-over-year
- **3,610** Calgary school aged children participated in our ATC School Tennis Program in 2022
- 473 children participated in our NIKE TENNIS CAMPS in 2022
- 83 Girls participated in two SHE CAN PLAY GIRLS TENNIS & LEADERSHIP CAMPS, an all girls program
- Our 'Try it' & 'Play it' Programs are operating at 100%
- ATC saw a 62% increase year-over-year in players participating in Next Gen & Comp Teen Programs
- Adult Program Registration finished with 1,029 registrations; a year-over-year increase of 37%
- 151 players registered for our 2021 ATC club championship ; a year-over-year increase of 22%
- ATC Christmas Social had 55 players

High Performance

- High Performance Program expands to 248 weekly slots being filled
- ATC sends 10 Athletes to Outdoor Nationals and 8 Athletes to the Indoor Nationals
- Athletic Development is added to all HP, Comp Teen, Next Gen and Prospect programs
- ATC Summer and Winter HP Camps fill at 90% Capacity
- ATC Member Cleeve Harper wins NCAA Doubles Title at the University of Texas
- Cleeve Harper and Alexia Jacobs participate at the Calgary National Bank Challenger Events
- 6 ATC Junior Players have achieved a U18 ITF World Junior Ranking in 2022
- Alexia Jacobs reaches #132 ITF Junior World Ranking
- 2 ATC athletes qualified for the Main Draw of the U14 Orange Bowl (international event)
- 3 Athletes achieve NCAA Scholarships (Tyler Waddock signs with Sacramento State, Hailey Murphy signs with University of Montana, Alexia Jacobs signs with University of Washington)

Events

- 100% Next Gen Players and 70% of our Comp Teen Players participating in Alberta tournaments
- 111 ATC club players participated in two ATC Rookie Tour Events
- U12 ATC Team finishes 3rd place at Western Canada Team Championship
- ATC hosts U14 Canadian Junior Nationals; ITF Junior Event (G3); ITF Senior Event, Provincial Championships and Calgary National Bank Challenger Men & Women's event
- 6 - U10 Next Gen players were selected to participate in Provincial U10 Camp
- ATC organizes trips to: Stanley Park, International Events in Vancouver, Victoria and Little Mo International in Miami, Florida.



MARKETING

2022 in Review

- Pushed strategic campaigns
 - Online program registration campaign to decrease amount missed phone calls and unsatisfied participants that were unable to register on time
 - Re-opening of memberships campaign - intake of memberships due to the bubble opening
- Focused on brand continuity used in all engagements and social handles (brand guidelines)
- Goal to increase social media engagement and awareness (focus on Instagram & Facebook)
- Graphic design initiatives/work is now kept 95% in-house and has lowered costs significantly (Robert Pacey assists for some graphic projects pertaining to the Challenger)
- Promoted Luka Gokadze from part-time MSD staff to full-time Operations Assistant
- Major focus on re-enforcing in-house policies, rules & implementing new consistent procedures:
 - Communications, Event & Tournament procedure forms
 - Updates to the Member and Guest Policies & Team Member Handbook
 - New Demo Racquet Rental policy
 - Increase in email marketing communications
- Redesigned the upstairs lounge after successfully bringing Rogers Communications on as a sponsor. Now called the Rogers Lounge
- Implemented graphic design features around the club with in-house designs (branded posters, National Bank Challenger Wall of Champions, tennis court floor graphic, outdoor signage)

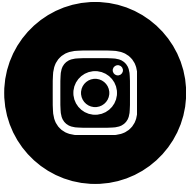
Key Objectives/Goals for 2023

- Focus on member retention & satisfaction
 - Launch new Member Rewards Program in February 2023
 - Develop a social calendar and increase member & non-member participation and engagement in social events and initiatives
 - Innovate the existing cafe in the Rogers Lounge - increase sales, change menu, launch social campaigns with discounted benefits
- Continue to re-enforce club policies and rules to allow club operations to run smoothly
- Launch 2 new membership types:
 - Snowbird Membership (April 15th - October 15th) & Young Adult Membership (ages 18 - 25)



MARKETING

Instagram (IG) Data for 2022



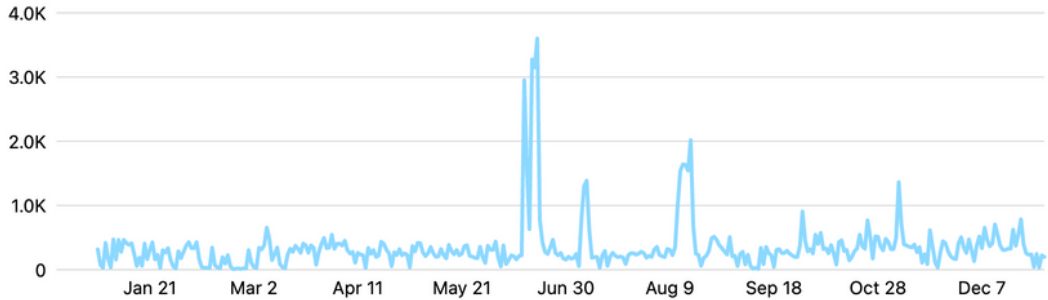
- **Current # of followers:** 1502
- **New Followers in 2022:** 339
- **Demographic:** 51.2% women & 48.8% men
- **Reach:** Up 464.5%
- **Profile visits:** Up 93.4%

IG - Top Audience Countries

-  #1 CANADA
-  #2 USA
-  #3 BRAZIL
-  #4 MEXICO
-  #5 UK

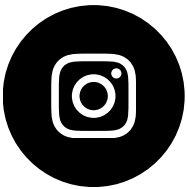
Instagram reach ⓘ

29,679 ↑ 464.5%



During the month of June, July & August you can see that our paid advertising for Challenger campaigns significantly increased our reach.

Facebook (FB) Data for 2022



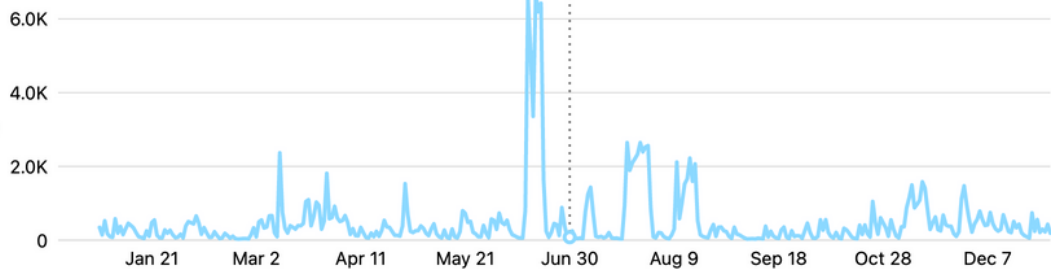
- **Current # of followers:** 1209
- **New page likes in 2022:** 94
- **Demographic:** 51% women & 49% men
- **Reach:** Up 348.5%
- **Profile visits:** Up 84.1%

FB- Top Audience Countries

-  #1 CANADA
-  #2 USA
-  #3 UK
-  #4 SPAIN
-  #5 BRAZIL
-  #6 MEXICO
-  #7 PHILIPPINES
-  #8 FRANCE
-  #9 INDIA
-  #10 CHILE

Facebook Page reach ⓘ

90,720 ↑ 348.5%



FRIENDS OF RON GHITTER FUND



Key Funding Programs:

- **Ron & Myrna Ghitter Community Fund** - supports diversity, inclusion, all gender and under-resourced youth through participation in tennis. The fund is to be used in the local community as part of the Friends of Ron Ghitter Fund for Kids.
- **Ron Ghitter Excellence Fund** - supports high performance development for junior players between 8 - 17 years of age who show national or international potential.

Primary Goal of the Fund:

- Our overarching goal is to ensure that all Calgarian youth have an opportunity to play tennis regardless of their socio-economic background.

Impact:

- Since 2017, the Friends of Ron Ghitter Fund has raised over \$230,000 to support tennis activities for Calgary youth.

Key Actions in 2022:

- Helped fund the ATC Coaches & athletes to attend the Canadian Junior Nationals
- Assisted in subsidizing the ATC female players that attended the Little Mo tournament in Florida
- Supported Ukrainian families fleeing the war by providing free tennis programming and equipment
- ATC Board financially supported the SHE CAN PLAY Girls Tennis & Leadership Program with \$10,000



Our Vision

To ensure every Calgarian youth tennis player has the means to pursue and achieve their goals in the sport of tennis.



Our Values

Fair play, equity, integrity, sportsmanship, commitment, inclusion, diversity, teamwork, excellence, determination.



Our Mission

To improve the lives and experiences of Calgarian youth through the sport of tennis.

COMMUNITY OUTREACH

The OSTEN & VICTOR Alberta Tennis Centre continues to play an active role in the community where we work, live and play. Here is a summary of some of our key activities and partnerships in 2022.



OSTEN & VICTOR Alberta Tennis Centre is home to the University of Calgary Dinos Tennis Team. The Men's and Women's Teams are coached by ATC Tennis Professional, Andrew Ochotta.



OSTEN & VICTOR Alberta Tennis Centre partnered with a number of Calgary's Community Associations to deliver programming on community courts including:

- Mount Pleasant Tennis Club
- West Hillhurst Community Association
- Wildwood Community Association
- Glendale Community Association



OSTEN & VICTOR Alberta Tennis Centre regularly partners with various Provincial, National and locally based organizations to deliver opportunities to try/learn the sport of tennis. As well, the Alberta Tennis Centre regularly partners with Jumpstart, Kidsport Calgary, and Friends of Ron Ghitter Fund to provide low-cost access to tennis.

STRATEGIC PRIORITIES 2021-2026

The OSTEN & VICTOR Alberta Tennis Centre has developed its 2021 - 2026 strategic plan to guide the vision of the organization. Our 2021 - 2026 Strategic Plan prioritizes 4 strategic directions:

1. Organizational Excellence
2. Facility Excellence & Capacity Building
3. Pathway Programming & Performance Development
4. Event Management & Competitive Structure

Our key goals for each strategic pillar are as follows:

STRATEGIC PILLAR: Organizational Excellence

- **Goal:** We will excel in building the OSTEN & VICTOR Alberta Tennis Centre's profile and increasing the efficiency of our organization to achieve long-term success.
- **Goal:** We will work towards financial independence, while operating under excellent financial management and achieving continued commercial growth.

STRATEGIC PILLAR: Facility Excellence & Capacity Building

- **Goal:** We will continue to be a leader in facility design, construction and management and build upon our reputation as the best tennis facility in Canada.

STRATEGIC PILLAR: Pathway Programming & Performance Development

- **Goal:** We will develop a Junior Development Pathway that increases the profile of the sport of tennis in the Province, and develop players of all ages and levels.
- **Goal:** We will increase player participation and membership by delivering world-class programming and player experiences while servicing our members and program participants.
- **Goal:** We will enhance the quality and delivery of our Adult Pathway to ensure continued growth and retention of our adult members and program participants.
- **Goal:** We will increase our membership and participation in tennis through a variety of engaging programs by providing leadership, resources and education, while developing our athletes and coaches to perform consistently at the highest levels of the sport.

STRATEGIC PILLAR: Event Management & Competitive Structure

- **Goal:** We will elevate our Club, Provincial, National and International Events to become must-attend events for players, spectators and corporate partners.
- **Goal:** We will enhance the experience of our Club and Provincial Tennis Tournaments to provide an environment that promotes participation and development at the highest levels.

**Note: Some of our strategic plan goals have already been met since the release of our plan in 2021.*

2023: THE YEAR AHEAD

KEY OBJECTIVES



Our Vision for the Future: Facility Master Plan

- Continue work to advance Phase 2 of our Facility Master Plan:
 - Development of a community park with 6 or 7 seasonal tennis courts added
 - Commence negotiations with City of Calgary and partners to construct the park; opening by 2025



Calgary National Bank Challenger 2023

- The Calgary National Bank Challenger will return as a Men's & Women's combined event from November 5 to 12, 2023
- Securing a presenting partner for the event
- Create greater equity between Men's & Women's events



Major Events Taking Place

- U12 Canadian Junior Nationals - March 5 to 12, 2023
- YONEX ITF Senior Event - May 20 to 23, 2023
- YONEX ITF Junior Event - May 27 to June 3, 2023



Member Retention/Rewards Program

- ATC will launch a new Member Rewards Program
- Pay for ATC services & accessories with your ATC points. Scheduled to begin in March 2023!
 - Spend \$1 = Get 10 ATC points
 - 10 ATC points = 10 cents



OSTENT & VICTOR
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