

Survey Response Data (aggregate)

Number of survey responses:

22

Number of members represented:

30+ (we did not capture how many people were in each family)

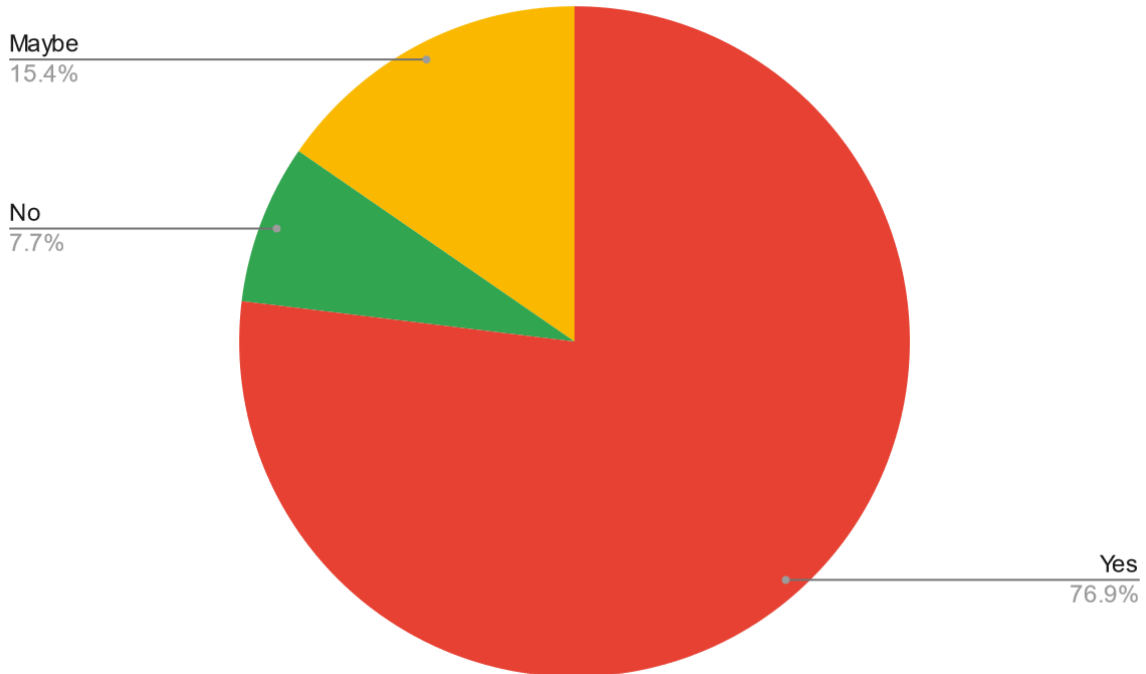
Drop-in players represented:

13

Types of students / lessons represented:

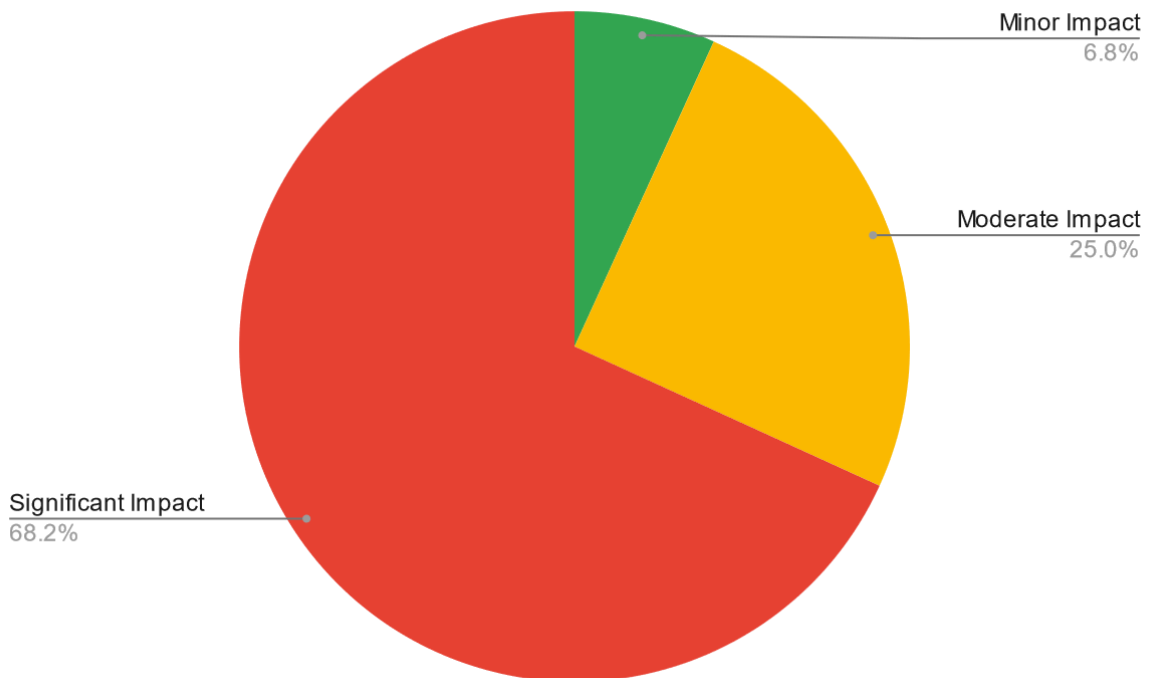
- Private child lessons (individual & group)
- Private adult lessons (individual and group)
- High performance juniors
- Public adult lessons (group)
- Public youth lessons (group)

Would the proposed pickleball court sharing plan affect whether you renew your membership? (Percentage of member respondents)

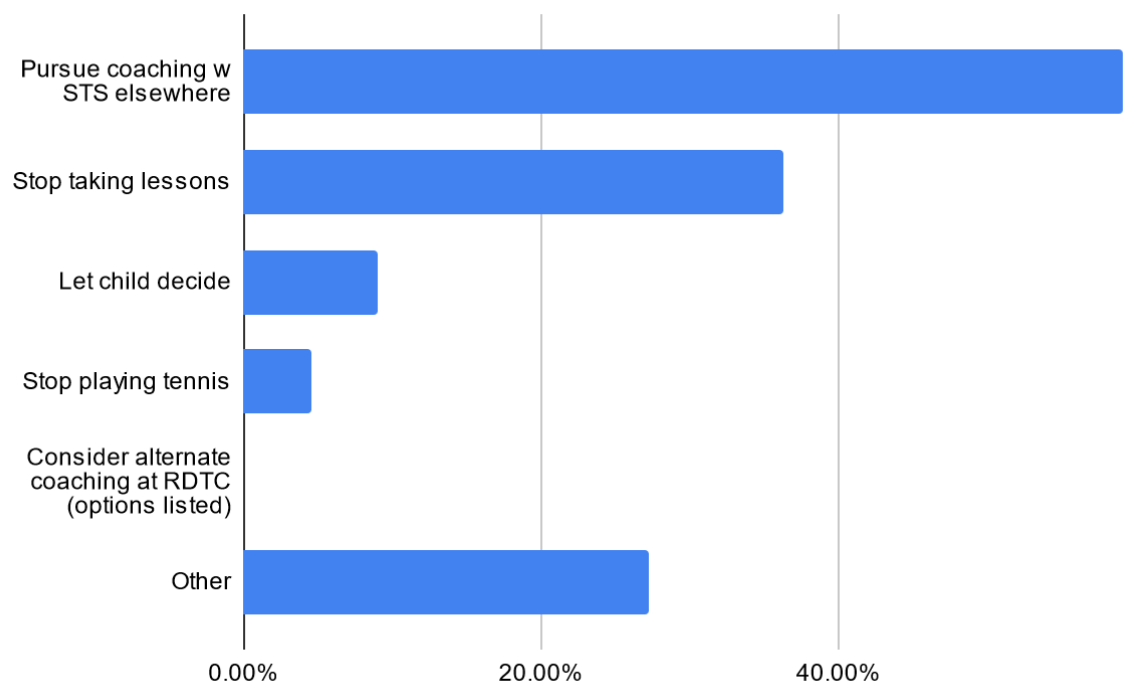


**please note several drop-in respondents indicated that they had been considering purchasing memberships but are waiting to see what happens with regards to pickleball.*

If court time were reduced by 30%, the Simon Tennis School would have to adjust lessons by combining groups for larger classes and reducing the frequency of lessons. How would this affect your experience with lessons at the RDTC?



**If STS could not continue at RDTC due to reduced court access would you:
(multi-select answer)**



Thematic consolidation of written responses

- Lesson quality will decrease as class sizes increase.
- More demand for private lessons than times available already.
- Primetime (4-9 on weekdays, weekends) is when many respondents play tennis. If court time is unavailable then, no point in a membership as they wouldn't get their \$\$ out of it.
- Many kids have alternative activities they schedule around tennis in addition to school. If tennis suddenly becomes unavailable at the current times, they can no longer pursue the sport.
- Expectations of membership fee reduction and / or refund if court access were reduced.
- Silly to have a tennis club full of pickleball players while tennis players are in school gyms around town. This is a tennis club, not a pickleball club.
- Concerns about pickleball taking over completely and losing tennis access / the tennis club altogether.
- Concerns about retaining / attracting quality coaches with reduced availability of teaching hours.
- Concerns about ability to grow membership with reduced playing hours.
- Concerns about modifying the courts .
- Many respondents offered excellent ideas for generating revenue and / or improving membership numbers.

Overall takeaways

1. Court availability is THE critical driver of memberships. If folks can't get court time when they are free to play, they will not buy memberships. For many members, this is evenings and weekends because of work / school schedules.
2. A healthy majority of folks who take lessons will follow Rene and Bruno to other locations in the city for lessons.
3. People want the tennis club to be a key part of the tennis community in the city.
4. Lessons for non-member players are a good source of revenue for the club now (these players pay the highest rate for court usage and they play semi-often). AND they are also a good feeder program for longer term investment in the club. Limiting court access for pickleball seriously undermines the club's ability to generate revenue from this cohort particularly.
5. Lesson availability is a key part of many players' journeys. Lessons keep them engaged and learning and active as tennis players and sport ambassadors. We need these types of members in our club if we want it to grow.