

# FOSTER CITY TENNIS CLUB 2020 REVIEW & 2021 OUTLOOK



**2020**



**2021+**

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## Hello fellow members of Foster City Tennis Club!

As most of you know I was elected President of Foster City Tennis Club in January of 2020. Having been a member of the Club for some time I was thrilled to be asked to serve. I had participated in a number of Club events including Fun Days, Socials and USTA League play.

Before I took office, I was asked by a number of members and directors on the Board what I envisioned for the future of the Club during my upcoming tenure as President.

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## **BEFORE**



At the annual meeting last January, I announced my 'platform' and desired plan for FCTC. This included acknowledging the accomplishments of the Club, its ability to bring members together to play, compete, socialize and stay healthy.

I suggested a plan to retain the well-organized competitive tennis activities of the Club in SFPTL/Day League and USTA League. Additionally, I recommended that we initiate Social tennis programs and series within the Club to satisfy the members who want organized play, but did not want to participate in a competitive league. I also proposed that we reach out to the community to boost our membership from the "5" towns of Redwood City, San Carlos, Belmont, San Mateo and Burlingame. Lastly, I recommended that we explore the possibility of creating Junior Development programs to provide more turn-key programs for family members of the Club as well as reach out to underserved communities to provide tennis opportunities funded by USTA and private donations.

To accomplish this exploration and implementation I launched on a restructuring of the FCTC Board of Directors to create a Committee and Sub-Committee infrastructure so that we could develop new programs as well as provide robust value-add for our members in the form of benefits, services and activities for all members. These committees included: Events, Finance, Instruction and Coaching, Governance, Courts and Leagues, Government Relations, USTA Liaison, Website, Social Media, Membership, Marketing and PR and Nominating.

We also began to aggressively launch on a Board of Director, Director recruitment. A number of new members have joined the Board.

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# WHAT HIT US



In mid-March we faced the news from the state, the county and the city of Foster City that many things were being suspended including outdoor activities like tennis. Soon after USTA and the SFPTL announced the suspension of their seasons until further notice. The members of the club were not allowed to play tennis and the public courts in Foster City were locked.

# WHAT WE DID



We worked with the City and the County to understand their concerns. We also sent a request to Dr. Scott Morrow, Health Officer for San Mateo County in the interest of supplying information regarding tennis to help inform their decision.

We continued meeting as a Board of Directors with a focus on discussion to understand what we as a club, might be able to do when approved by the City and the county.

As a result of the formation of Board committees we created goals for each committee chair so as to be prepared to get back to play when allowed.

At the point at which we were given the greenlight to get back on the courts, gradually and carefully, we met (by Zoom) and began to create the concept of intraclub social and competitive leagues.

In August we launched Women's Social Match Tennis at the direction of our Events Committee Chair Terry Hunt. The SMT was an instant success and sells out consistently with waiting lists for each event.

Building on the success of WSMT we expanded, launching Men's Social Match Tennis.

As it became apparent that it would be some time until USTA and SFPTL leagues would restart we created and launched in November the Men's Competitive Team Tennis League. Almost immediately the Men's CTTL formed four teams with a draft of 40 players 60+ 3.5/4.0. The league is in its first season with the probability of a second season beginning in February.

Building on the model and success of the Men's CTTL, the Board of Directors gave the greenlight to the formation of the Women's CTTL. Within 48 hours of launch the committee had close to 60 sign-ups. The league is underway and going strong.

On other fronts, the club is strengthening its relationships with USTA, Foster City and other partners to support our current and future programs.

Under the leadership of Pat Merrill, our Marketing Chair, the club has embarked on a marketing and public relations campaign to raise awareness in the community, with our partners and with the media.

The goal is to broaden the demographic of the club and provide a pathway by creating an entry point available to newer players, young families and juniors.

Most recently Pat generated a Press Release describing what the club has accomplished to weather the challenges and changes presented to FCTC during the Pandemic. The release went out to all members, City officials (Parks & Rec, City Manager, the Mayor and the City Council), partners and the media. The release in its first week of distribution has resulted in an article in the San Mateo County Journal, a number of contacts by USTA and will soon appear in Racquet Sports Industry magazine. Read release [here](#).

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## **WHAT WE PLAN TO DO**



When weathering a storm (as many of you know I'm an avid sailor, can't help the analogy) it's important to know your course and how you're going to successfully get there.

When I came into office we had a plan to implement a number of programs and initiatives in 2020, needless to say we experienced an interruption in our plans due to the Pandemic.

In Mid-March when we learned what was about to happen; suspension of USTA and SFPTL leagues, and closure of local courts we pivoted to planning alternatives and adjustments to get back on the courts.

As soon as we were allowed to once again play we launched a number of social and competitive events and series that have been a resounding success.

So that brings us to not only maintaining our current success, but also what we want to do after the Pandemic.

The answer is a gradual restarting of what we did pre-Pandemic as well as new programs we intended to create until the Pandemic hit us.

As I look at where we are and where we would like to go, I think of the derailed train getting back on the track and then slowly, carefully and intelligently moving down the tracks.

It remains to be seen what will happen with USTA and SFPTL leagues, we'll learn more in the next months.

What we do know is that we can build on the foundation we've created. We can build more intra-club leagues; approach other CTA's to join in a league; build programs to attract younger players and young families; outreach to underserved populations and hold social events when allowed and safe...

and move the train down the tracks.

Thank you all for your support and loyalty and participation during a challenging time.

I know I'm preaching to the choir when I say we are all better off with what tennis brings us:

Fitness, Socializing as well as Mental Health.

See you on the courts and aboard the train rolling down the tracks!

*Thom*

Thom Maslow, President,  
Foster City Tennis Club

