



Strategic Plan OTCC 2010-2015



## Ottawa Tennis Community Centre

### **Introduction:**

Formerly Eastern Ontario Tennis Academy we have recently changed our name to Ottawa Tennis Community Centre, (OTCC), to more reflect on what we are about and our focus of changing lives in the community through tennis.

Thanks to Ontario Trillium Foundation Grants we have progressed from broken down courts at Hillcrest and Ridgemont to revitalized new facilities. Since the Foundation allows us to embrace the community by offering affordable programming our organization enables all ages to become involved in a sport for a lifetime.

Hillcrest was revitalized in 2004 and has since become a positive beautiful place that brings the community together. From friends playing a weekly game, to families who spend Sunday afternoons laughing and having rallies across the net or kids who play for long hours Hillcrest has become a wonderful place to spend time.

Community team tennis is our main program as it brings people of all ages together, you get all the thrills of playing on a team, and the opportunity to play with friends, family or co-workers. Our progressive tennis format allows kids the opportunity to play right away which makes this program very popular and fun!

As we continue to make improvements to our facility we look forward to bringing the community together through our tennis programming from one generation to the next.

Best Regards,

Danielle Smith



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President

**Mission:**

We strive to enrich the lives of participants by providing excellent customer service, fun, affordable and life enhancing programs.

**Vision:**

By 2015 we will be the community leader of tennis growth in Canada, by creating a friendly and caring environment that makes a positive impact in the community, families and individuals we serve.

**Core Values:**

These essential core values are incorporated into all tennis programming and decisions made at Ottawa Tennis Community Centre. Our six courts are named after our core values.

Honesty – I will call the ball in even when no one is looking

Perseverance – I will keep trying one more time forever. Even when things seem impossible I won't give up.

Commitment – I will do what is promised. I will do what is expected and I will make no excuses.

Respect - I will listen to others. I will share and take turns and I will be courteous. I will also respect my equipment, the courts that I play on and the rules of the game.

Integrity – I will do what I say.



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Teamwork - I will put us before me.

**Business Objectives:**

In support of our mission Ottawa Tennis Community Centre will focus its efforts on pursuing these four objectives.

**More people playing tennis**

**Create more partnerships in the community**

**Recruit and retain volunteers**

**Establish excellent business practices and financial stability for future success.**

**More People Playing Tennis**

We feel that tennis is a gift for a lifetime and with the focus on being fit, tennis offers so many benefits. In a community with so many resources such as two hospitals close by, many schools and families in the area and our amazing courts we will strive to bring more people into the game and provide them with a gift for life.

**Key Indicators of Success**

<b>Measurable Objectives</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>More people playing tennis</b>						
High School Team Tennis	30	45	60	80	100	125



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participants						
Adult team tennis participants	30	45	60	80	100	125
School age team tennis participants	40	60	80	100	120	140
Junior Summer Program Participants	100	140	180	220	240	260
Community Events	2	2	4	4	5	5
Junior Rookie Tour Participants	60	75	85	95	105	125
Love of Tennis Participants	50	100	150	200	250	300

### **Create More Partnerships In the Community**

We look forward to continued partnerships and the many opportunities to expand and gain new partners in our community. We have been extremely fortunate to have had such amazing partners that have enabled us to achieve success to this point.

### **Key Indicators of Success**

<b>Measurable Objectives</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>Create More Partnerships</b>						
<b># partnerships</b>	5	10	12	15	25	30
<b># schools</b>	10	12	14	16	18	20
<b># businesses</b>	5	8	10	14	18	20

### **Recruit and Retain Volunteers**

Volunteers are special people that are key to helping us run programs in the community. We have also been extremely fortunate to have some valuable



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and extremely passionate volunteers and look forward to meeting and working with many more.

### Key Indicators of Success

Measurable Objectives	2010	2011	2012	2013	2014	2015
<b>Recruit and retain volunteers</b>						
# volunteers	10	15	18	20	25	30
# team tennis volunteers	10	15	20	25	30	35
# Board members recruited	4	4	4	4	4	4
# teachers	20	25	30	35	40	45

### **Establish Excellent Business Practices and Financial Stability for future Success**

Establishing excellent business practices to enable the organization to become sustainable from one generation to the next is essential. A community organization that brings people together and offers so much value to the area provides us with the opportunity to continue to strive to put excellent business practices in place to ensure our lasting success and the ability to grow the organization and upgrade the facility over the years.

### Key Indicators of Success

Measurable Objectives	2010	2011	2012	2013	2014	2015
<b>Establish excellent business practices and financial stability</b>						
# returning participants	100	125	150	175	200	250



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Revenue for future renovation	1000	2500	3000	3500	4500	5500