

November 15, 2010

Dear Bitsy Grant Patrons;

We recently celebrated our 1 year Anniversary at the City of Atlanta sites, and it has been a year full of excitement and growth. We successfully launched our junior program, Universal Tennis Academy, at 4 of the City facilities, and we have worked with the City, the patrons, and the Friend's group to ensure that your experience at the centers is a positive one. We have implemented a court reservation policy, brought a wide variety of snacks and beverages into the centers, and have Nike clothes and Wilson rackets available for purchase at all sites. We have worked hard to honor our commitment to the City of Atlanta and its tennis-playing citizens, and the City is equally committed to us as a business partner. It is a partnership that we value greatly, and we are excited that our new DPRCA Commissioner, George Dusenbury, is an avid supporter of tennis and the City Centers!

An area of concern that we brought before the City when we came into the centers was the rules concerning Annual Passes, which mostly affects the patrons at Bitsy Grant Tennis Center. There have been no limitations placed on the Passes previously, and this was resulting in discounts of almost 90% for Passholders playing on a regular basis. We want Atlanta's only public clay courts to be affordable to all, but we were not even covering our court maintenance costs during peak passholder hours. The City Council agreed with our concerns, and adopted the following changes to City Ordinance 110-3 on August 24, 2010. We will be implementing these Ordinances on January 1, 2011, when all Annual Passes are due for renewal.

What has changed??

Like many tennis centers, the City Tennis Centers will now distinguish between "**Prime**" and "**non-Prime**" hours. "Prime" time will be defined as after 6:00 PM on Weekdays and all Weekend hours. "Non-Prime" is defined as 9:00 AM-6:00 PM on Weekdays only. The Annual Passes, which are priced the same as 2010, will be valid only for "non-Prime" hours after January 1, 2011.

The second change is the **Senior rates** charged at the Centers. Seniors between the ages of 55 and 75 will now pay **50% of the published court rate** for that time of play. This will provide a simple formula to determine Senior fees during Prime and non-Prime hours. Passholding Seniors will play for free during non-Prime hours (when the annual pass is valid) and will pay the 50% reduced rate during Prime hours. Non-Passholding Seniors will pay the 50% reduced rate at all times.

The third change is one we feel is overdue. Senior Players **75 and over will now play for free** at all City Sites! We want our "sport of a lifetime" to be just that, and we encourage all of our "Super Seniors" to get out on the courts today!

A note concerning Annual Pass Renewal

Our Annual Passes should all be coming up for renewal on January 1, 2011. We will be accepting renewal payments starting on December 15 and ask that all Passholders renew their passes by January 5. After January 5, any previous Passholders who have not renewed will be expected to pay for their court time.

Thank you for making us feel so welcome! We are excited about what 2011 will hold for the City of Atlanta Centers. Happy Holidays to all! Tim, David, Amy and the gang!