

OTLBC 2010 - 2011 Capital Campaign Energy-Efficient & Improved Tennis Court Lighting Frequently Asked Questions



1. What is the goal of this campaign?
 - \$50,000 to be raised during the 2010 and 2011 seasons.
2. What will the donations support?
 - Retrofitting the tennis court lighting for OTLBC's twelve lit tennis courts by replacing old technology lights (1000 watts) with newer energy efficient lights (100 watts), using the existing light standards and infrastructure.
 - *In addition*, this project should allow the Club to add lighting onto courts 17 and 18.
3. Why are we replacing the tennis court lighting? Why is it necessary?
 - **Improved member playing experience.** The Club's existing court lighting is not consistent and is not adequate on all courts. The new lighting will provide brighter, consistent and superior light conditions across all courts – the overall quality will be improved because LED's produce a healthier, natural light. (Clinical studies have identified promising health benefits resulting from LED lighting.) The Club has received negative feedback about the lights for many years and was aware that improvements should be sought when the time is right.
 - **Reducing utility and maintenance costs that impact membership fees.** A significant amount of energy utility costs can be saved by converting to LED lights, which are extremely energy efficient lights. Savings of up to 80% in energy savings can be realized depending on the product. The Club's total cost for electricity is approximately \$8,600 per year. The long lasting life and streamlined components for LED's should also result in lower maintenance costs. It is estimated that the new LED's will last for 50,000 hours - about 30 years at OTLBC.
 - **Other LED advantages** include instant on/no warm up time, no humming sound and less glow around the Club at night.
 - **Opportunity and value.** In 2005 and 2006, detailed quotes were obtained for various improved lighting scenarios, including i) replace the existing court lights (middle and/or back courts) ii) expand lighting across back courts and/or iii) light the side courts. The prices estimated at that time ranged from \$65k-\$300K which was cost prohibitive. Due to light technology advances and the economies of scale in proceeding with a complete retrofit, the Club has a unique opportunity to achieve the desired tennis lighting results at favourable prices and terms.
 - **More lit courts.** The currently planned test stage for the whole project involves lighting courts 17 and 18. Increasing the number of lit courts beyond 12 (3 of which are singles courts) is in the best interest of the Club as court demand is at its peak in the evenings. Demographics and routines are such that more people are playing in the evening and we expect demand to remain strong for lit courts.
4. Is there a reason that other projects are not selected?
 - The Club has the capacity to take on, at most, one sizeable capital project per season. The Board of Directors, together with the Fundraising Committee, considered several projects and the lighting project was selected this time.

5. What other projects may be undertaken in the future?

- While no commitments have been made to other capital improvements and future completion would depend on a variety of factors, a list comprised of the following may be considered:

Other Capital Improvements and Current Estimated Costs:
Renovation of Courts 1-4. \$100,000
Replacement of fence mesh on most perimeter and all interior fencing, except east perimeter and pool western perimeter. \$ 24,000
Replacement of all existing court windscreens and add some new screened court areas. \$ 14,000
Pool enhancements: 1. Heating ~\$30,000 2. Repair and repaint interior \$20,000 3. Repair and replace deck-surround ~\$20,000

6. How many courts will be fitted with the new lighting?

- It is planned that all courts currently lit will be converted to LED.

7. When will the improvements start?

- The preliminary plan is that LED lights will be tested on court beginning in early August. The full conversion timeline will be established following the testing and refinement of wattage required in the Club's particular setting, i.e. ambient light is factored in, as well as lens direction.

8. Will the installation of the new lighting disrupt play? / How will the improvement to the lighting be done?

- We would strive for minimal disruption. And, a conversion versus a complete replacement minimizes the disruption.

9. Will the new lighting be disruptive to the neighbourhood?

- LED lighting would be less disruptive/intrusive, if anything. The common term is light pollution, which means unwanted or wasted light. It is also known as Sky Glow and is the glow seen above cities and towns in the night sky. Light Pollution can and will be greatly reduced by the manufacturer's light which incorporates the latest LED and flat lens technology.

10. What happens if the project costs exceed budget and money raised?

- Action would have to be taken and depending on all circumstances, the project would be scaled back i.e. fewer lights converted.

11. If we exceed the campaign goal, what will be done with the money?

- Any surplus funds would be kept in capital fund for a future capital improvement project.

12. What are the sources of funding for this project?

- Currently, we have identified the following estimated components to reach our \$50,000 goal:

Member donations (similar to the 2009 pathways project)	\$10,000
Donations from other events, such as the Fashion Show (May 28/10)	\$2,500
<u>Casino Royale (August 12/10)</u> ticket sales and corporate sponsorships	\$8,000
Silent Auction (September 25/10)	\$2,500
Tennis Ball (June 2011) ticket sales and corporate sponsorships.	\$22,000
Other/Club Budget	\$5,000

13. What is LED?

- LED is the abbreviation for light-emitting diode. Generally, it is the most economical and environmentally friendly type of lighting available. The light produced is a "truer" light that is pleasing to the eyes and shows colour more accurately. This technology has been around for decades.

14. Who will provide the lights and why?

- The manufacturer of the planned LED lights, Pro Terra LED, is a leading innovator of LED lighting products. In fact, Pro Terra LED's Brantford, Ontario factory was toured by George Smitherman, Minister of Energy and Infrastructure shortly before Ontario's Green Energy Act was passed in May 2010.
- ProTerra LED's lighting solutions contain no mercury or lead, no ballast (ballasts are a weak link in many lighting systems as they typically have to be replaced every three years.), and create minimal heat when used for long periods. ProTerra LED lighting solutions are rugged and long lasting.

15. How can you support this project?

- Donations are gratefully accepted in the form of cash or cheque processed at the Front Desk, or through your Visa / Mastercard either at the Front Desk or online via the OTLBC website.
- Note: the OTLBC is a non-profit corporation without registered charitable status; therefore, we cannot issue any tax receipt for contributions. As a private club, the contributions collected will be used for the club's benefit.

16. How will contributions be recognized?

- With your permission, **all contributions will be recognized** on the new campaign thermometer.
- In addition, for the first time, the Club will establish a donor wall that will recognize, by level, cumulative year-over-year contributions -- cumulative donations offers the opportunity for donors to move up the levels if contributions are made to successive projects. The donor wall may also be appropriate for a member wishing to commemorate another individual.
- The levels of contributions to be recognized on the donor wall are:

Name of Level	Level of Contribution
Grand Slam	\$10,000 +
Advantage	\$5,000 +
Ace	\$2,500 +
Deuce	\$1,000 +
Love	\$250 +

17. Will there be any prominent **marketing opportunities** for businesses?

- Yes. The fundraising committee, with the approval of the Board, has determined *Naming Opportunities* whereby a number of physical areas at the OTLBC will be available for naming in dedication or marketing, depending on the donor's purposes. *Naming Opportunities* will be time-limited and offer reasonable levels of access as follows:

Level of Contribution:	Length of Time of Recognition:	Benefits to Donor:
\$5,000	5 years	Naming of one of the tennis courts.
\$9,000	10 years	

Thank You!!

