

Appendix F - OTLBC BOARD IMPACT REPORT – AGM May 2021

Item	Impact
A COVID free club experience for our members in 2020	<ul style="list-style-type: none"> • Priceless. We gave our members a place to come, be healthy, and feel “normal” in a difficult summer. • Set record for latest closing date: November 13, 2020.
Resurfaced courts 5-18 to provide an improved tennis facility	<ul style="list-style-type: none"> • Courts drain faster so members can play tennis sooner
Installation of new LED lights, including adding new lights on courts 17 and 18	<ul style="list-style-type: none"> • Two more courts available during prime time • Tournament quality lighting when the sun goes down.
Online booking system	<ul style="list-style-type: none"> • No more lining up at the club to discover and hour wait for a free court • Expand peak playing hours • Seamless transition for members to online system for a more streamlined member experience
Applying for numerous government funding opportunities (CEWS, Trillium Grants, various Summer Jobs Grants, Covid-19 no interest loans, CECRA)	<ul style="list-style-type: none"> • Over \$100,000 added to the OTLBC financial bottom line for year end Nov 2020, resulting in a net positive financial year, during a worldwide pandemic.
Hiring of a construction manager for the Clubhouse Restoration Project	<ul style="list-style-type: none"> • Clubhouse restoration project has expertise to manage the tender process, permits, construction and completion.
Raising over \$445,000 in member donations towards the Clubhouse Restoration Project	<ul style="list-style-type: none"> • The board can move forward knowing that 42% of the membership are donors to this milestone project.
Development of a three-year Strategic Plan	<ul style="list-style-type: none"> • Members had an opportunity review and to weigh in on the direction of the club for the next 3 years • Executive Director and staff are clear on OTLBC priorities
Participation in the National Capital Tennis Association junior play development strategic plan	<ul style="list-style-type: none"> • Our executive director participated in the NCTA Junior Committee in Ottawa, an important priority for the health of all tennis clubs in our community.
Encouraging volunteerism at the club	<ul style="list-style-type: none"> • The Gardener’s club, a new initiative, has taken ownership of the club’s gardens, providing a beautiful space for us to gather in. • There are many other examples of volunteerism – Round Robin Coordinators, New member

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	<p>engagement and more. Thank you to each and every one of you!</p>
Embracing our status as a not-for-profit organization	<ul style="list-style-type: none"> • Learning to work together under our new governance, building in the systems and the structure that will enhance how we work together as a member-owned club
Being Innovative	<ul style="list-style-type: none"> • Conducted the first ever Virtual Opening Day on May 9, 2020 on Zoom with over 100 attendees.
Connecting with our community in the face of a global pandemic	<ul style="list-style-type: none"> • Website: low-cost investment to create a fresh look and feel. French translation in progress. • Newsletter: open rate increased to 50% (average industry 22%); and click rate increased to 11% (average industry 3%). Received unprecedented positive feedback from members. • Social Media: doubled our post reach from 5,000 people in 2020 to 12,000 in 2021. • OTLBC Faces Campaign (videos introducing board members, monthly articles and member stories in local newspapers) • Morgan's Videos connected members in creative and fun ways: Music Mondays, club opening stages series, season highlights • Virtual and off-season events: wine, beer, tequila tasting, Christmas Gift Basket Sale.
Subsidized hospitality services for our members	<ul style="list-style-type: none"> • The Cameron offered limited food and beverage services to our members on front lawn and on upper balcony. • Obtained permanent liquor licence for the front lawn for the Cameron Courtside, located on ground floor, on the former bowler's lounge side of the building,
<p>Became an official member of the Centenary Tennis Club Association (CTC)</p> <p>www.centenarytennisclubs.org</p>	<ul style="list-style-type: none"> • The Association of Centenary Tennis Clubs (CTC) is an international umbrella group of clubs more than 100 years old, including some of the most prestigious clubs in the sport. • OTLBC is among the only 3 member clubs in Canada

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Operations Impact Report

The Courts & Pool

Launched the online court booking system | Started 1-hour court booking times | Played tennis under our new LED lights for the first time | Gained lights on courts 17 & 18 | Launched online pool booking system

The Club

Opened with 6 days notice during global pandemic | Moved entire operations online and outside | Remained COVID free all season | Received a \$375,000 grant from Canadian Heritage and a \$14,000 from the City of Ottawa – Heritage Department | Raised over \$445,000 in member donations - Thank you donors and thank you to Jenny Mitchel and Fundraising Committee members | Had the most beautiful gardens thanks to the Green Thumb Team - Thank you Anne Buchanan and the gardeners | Added a new entrance for volleyball players to enhance OSSC and OTLBC's members experience | Applied and obtained all COVID-19 related assistance funds available to us | Invited many new member to join our OTLBC community | Had lots of cat and wildlife visitors | Set a new record for latest closing date (November 13, 2020)

Programs

.Started a very successful junior ladder - thank you Jim Fawcett & parent volunteers | Filled all of the junior and adult clinics | Started a Summer Racquet Club | Managed to run covid-friendly round robins - thank you to all coordinators | Record breaking participation in the adult ladder - thank you Don Armstrong | Record breaking participation in the junior tournament | Record breaking participation in every category of the adult tournaments - thank you Gary Hawkes

The Cameron

Liquor license extended to the lawn | Successfully ran a socially distant luncheon