



CTA Tennis Survey Results

August 5, 2021

Analysis prepared by:
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Founder/CEO CustomerThink Corp.

About the Tennis Survey

- 21 Questions
 - Player activity
 - Satisfaction ratings
 - Input on fee options
- Launched 7/11/2021, closed 7/31/2021
- 99 completed surveys with 449 comments
- 98% CTA members
- 73% Coronado residents



Major Findings

- 73% play at least 5 times per month; individual play most common
- Overall: 86% Satisfied or Very Satisfied
- Satisfaction ranged 60-79% for Pro Shop, Leagues, Reservations, Courts, Programs, Ladders
- Court resurfacing is the top improvement opportunity
- Significant confusion about roles of CTA vs. Impact Activities vs. City
- 86% wish to continue per court reservation fees (vs. changing to per person)
- About half interested in annual membership option
- \$20 most popular option for league/ladder supplemental fee

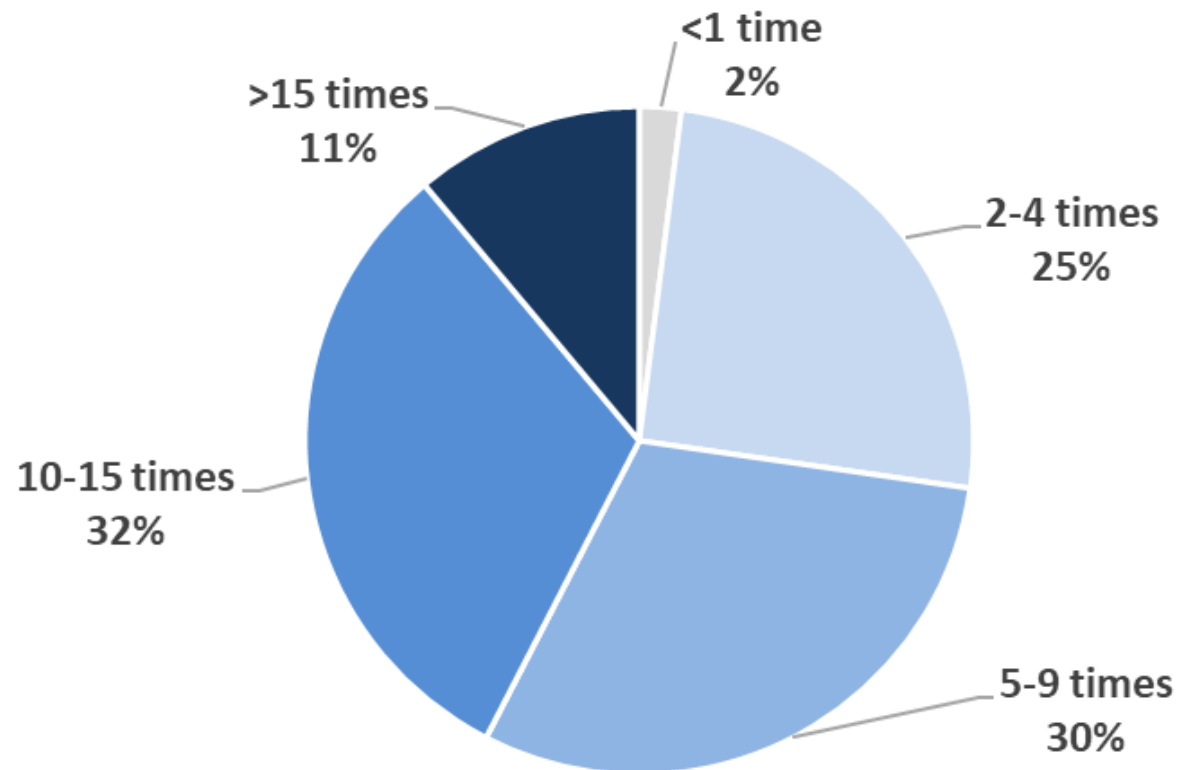
“If it’s not broke, don’t fix it!”



Playing Frequency

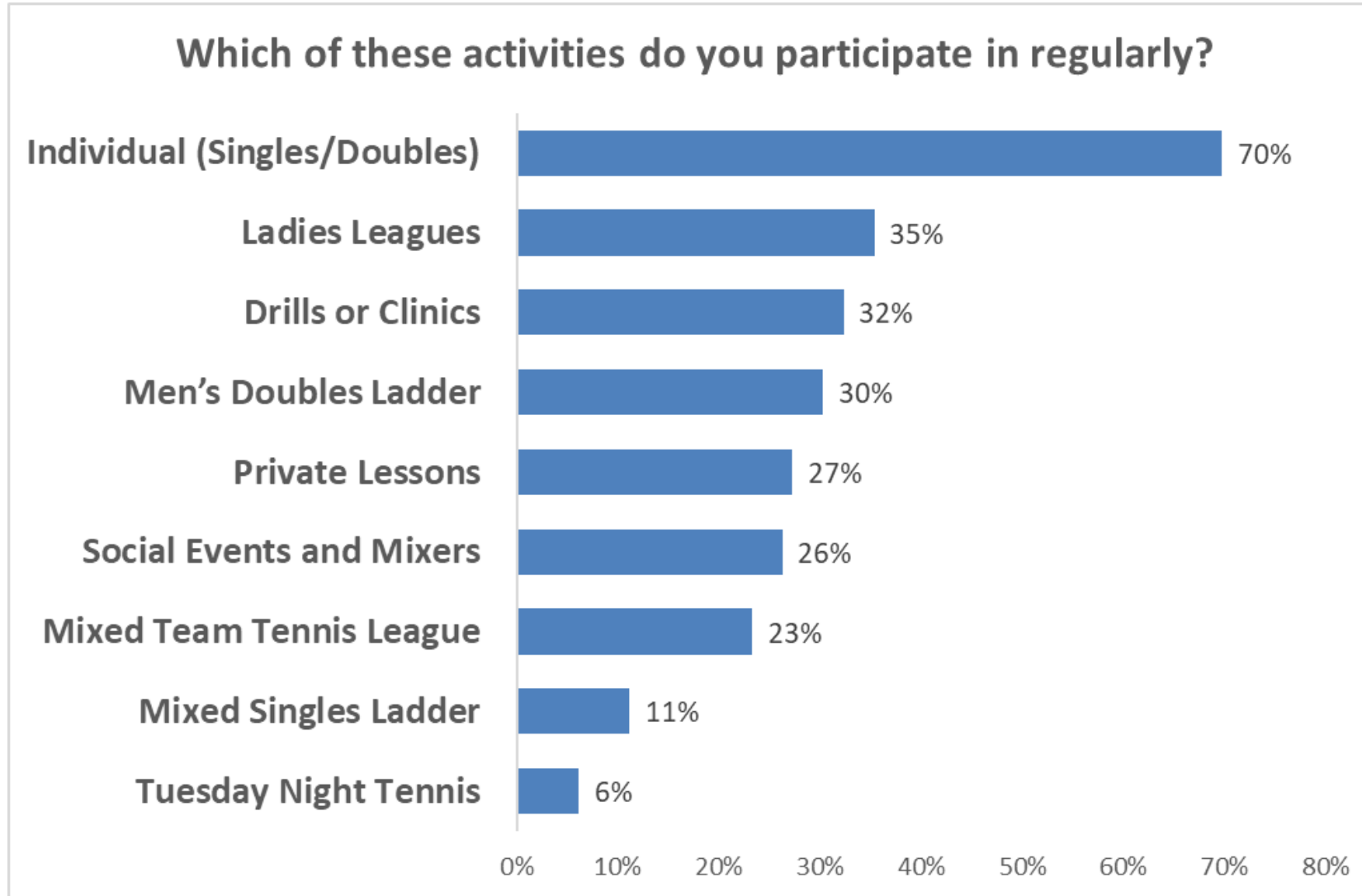
73% play at least 5 times per month

On average, how many times per month do you play tennis in Coronado?



Player Activities

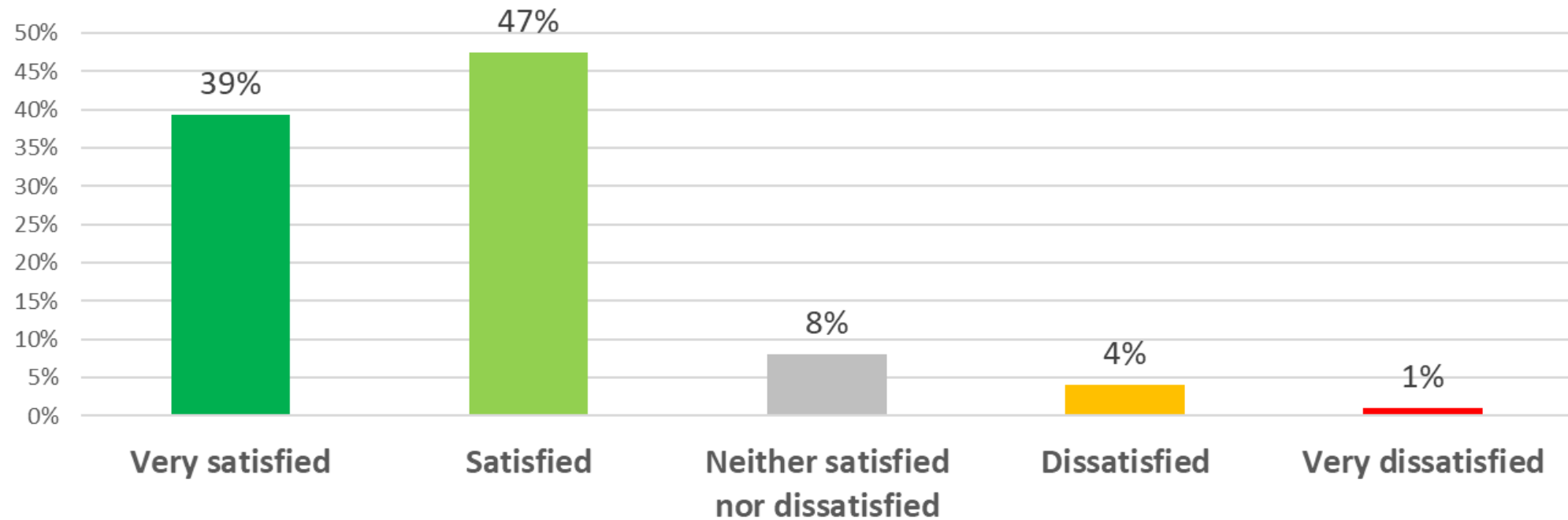
Individual play most common



Overall player satisfaction is strong

86% Satisfied or Very Satisfied

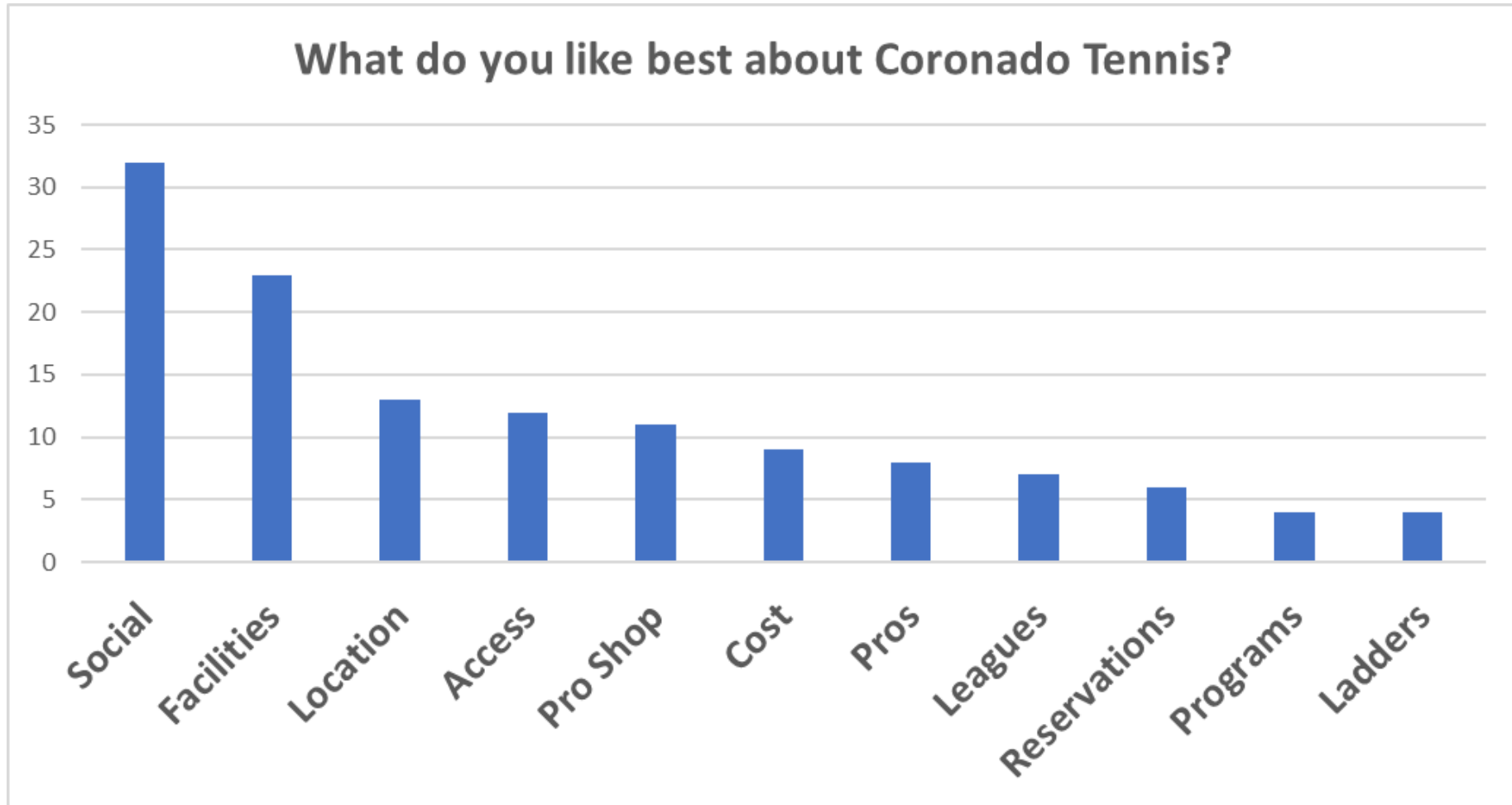
What is your overall satisfaction with playing tennis in Coronado, considering facilities, reservations, programs, events, and pro shop?



Does not total 100% due to rounding



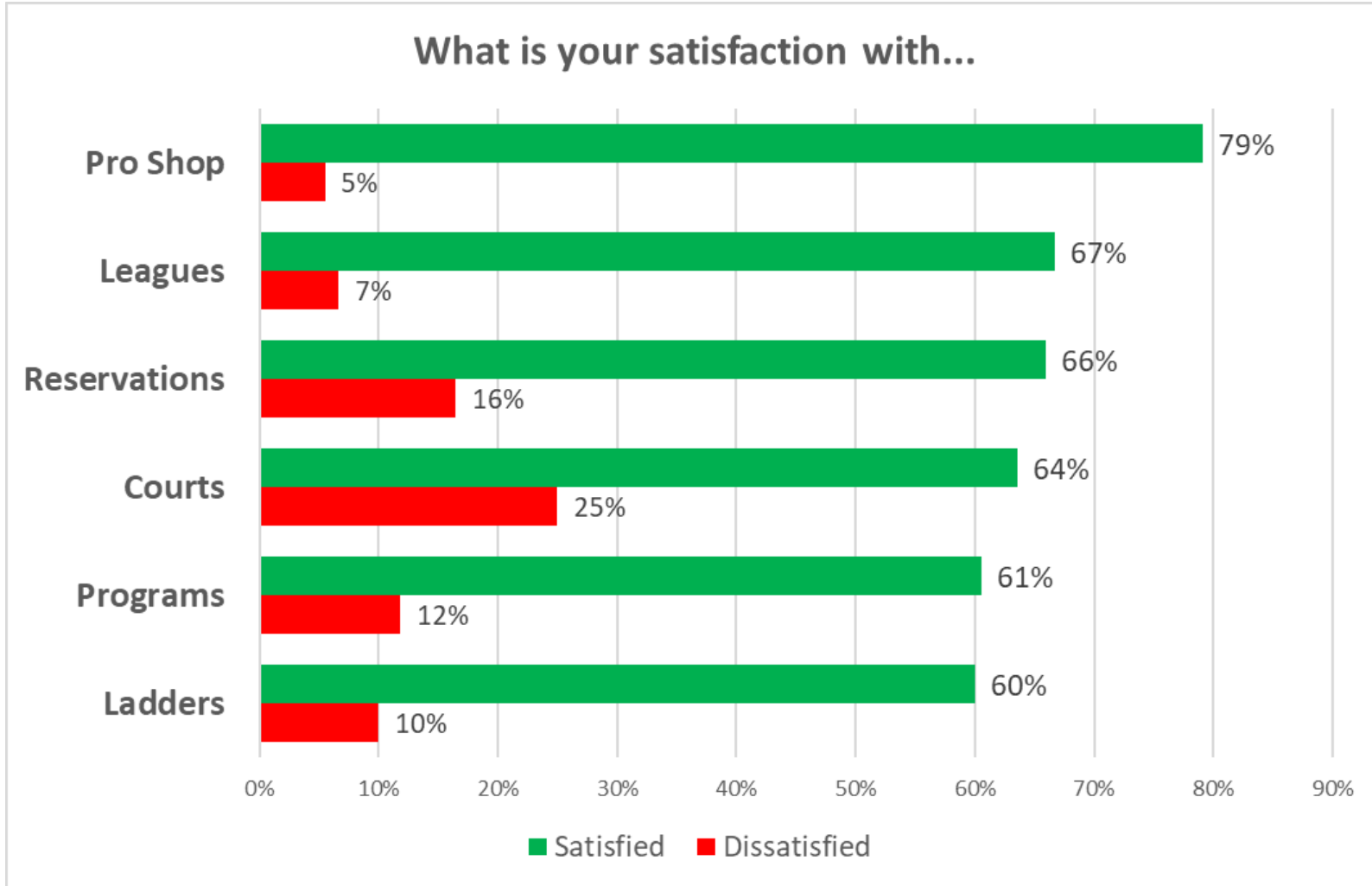
“I love the facility and the people who play tennis. It is a great place to meet new players and participate in many available programs and lessons.”



Topics mentioned in 87 comments



Good satisfaction ratings, but plenty of improvements needed

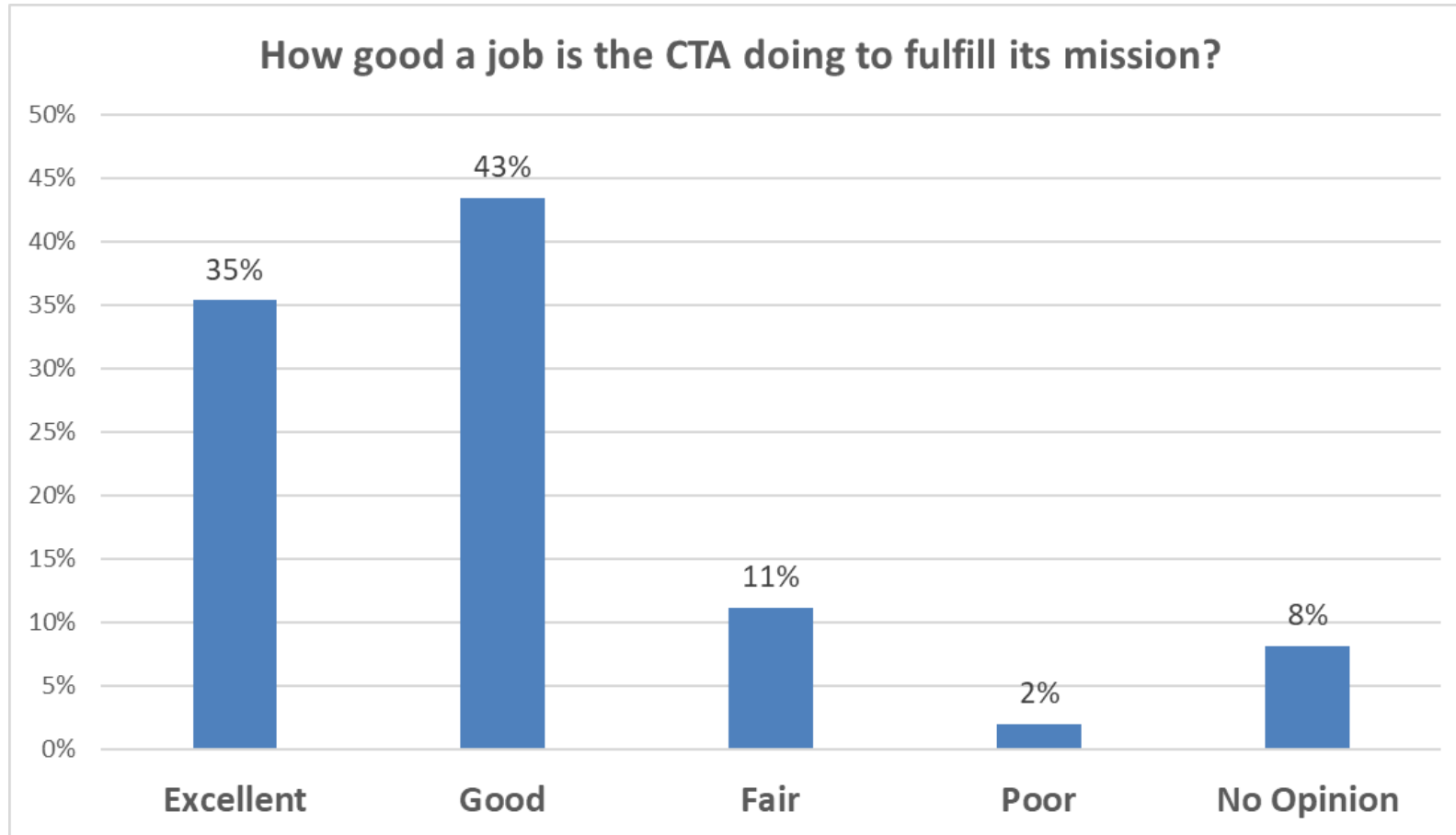


Top Improvements Needed

1. Resurface courts
2. Improve reservation system
3. More clinics
4. Balance court access
5. More merchandise



78% say CTA is doing a good or excellent job fulfilling its mission



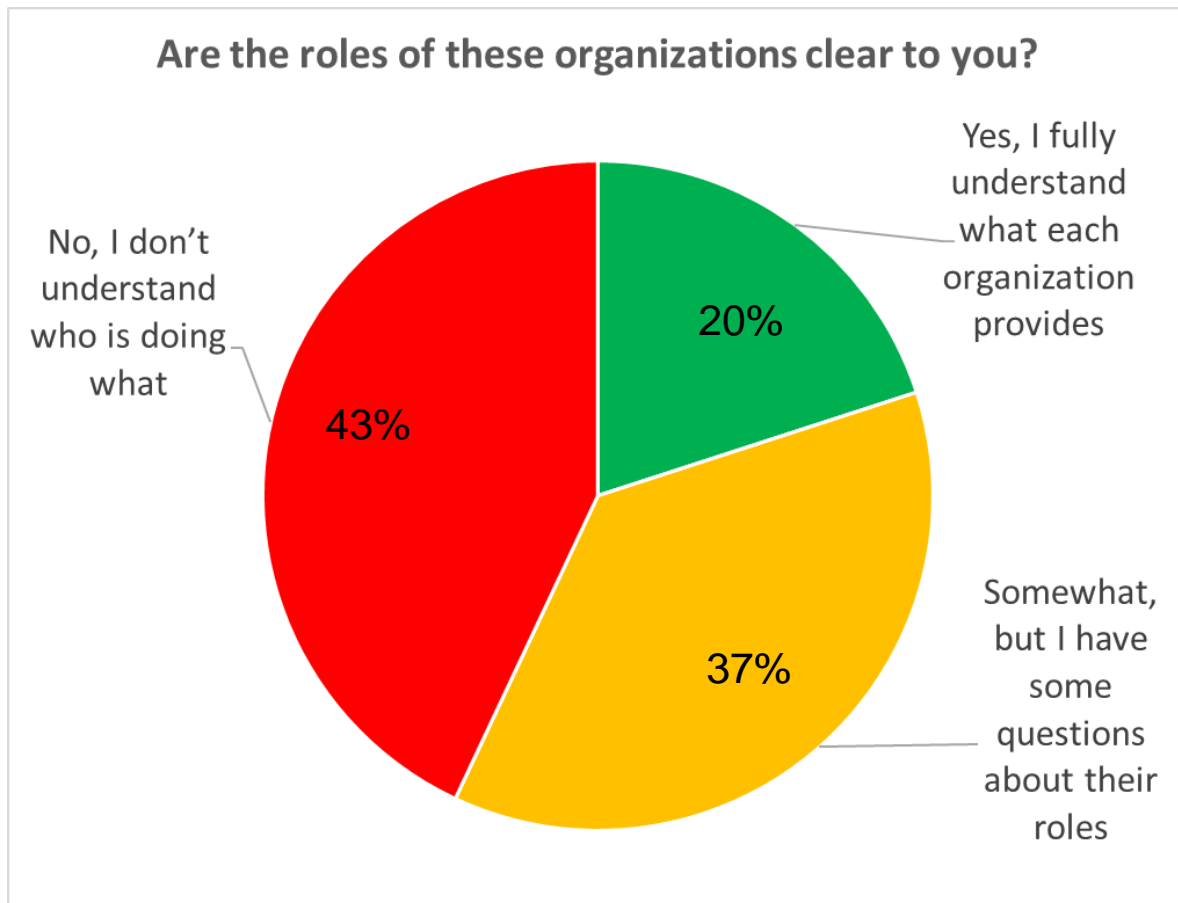
Mission

The Coronado Tennis Association (CTA) was formed in 1970 to: Promote tennis in the City of Coronado; Encourage competitive play among its members and between members of similar groups; Assist in the development of promising Coronado juniors; and support the maintenance of city-owned tennis facilities within the City of Coronado.



80% have some confusion about roles of CTA vs. Impact Activities vs. City

Three organizations are involved with providing tennis-related services to Coronado: Coronado Recreation and Golf Services, Impact Activities, and Coronado Tennis Association.



What should be done to clear up any confusion?

“Spell it out to us--or diagram it.”

“Clear mission statement; goals and objectives by individual entity as well as collectively.”

“Possibly enter a write up on the CTA website or Coronado Eagle Journal”

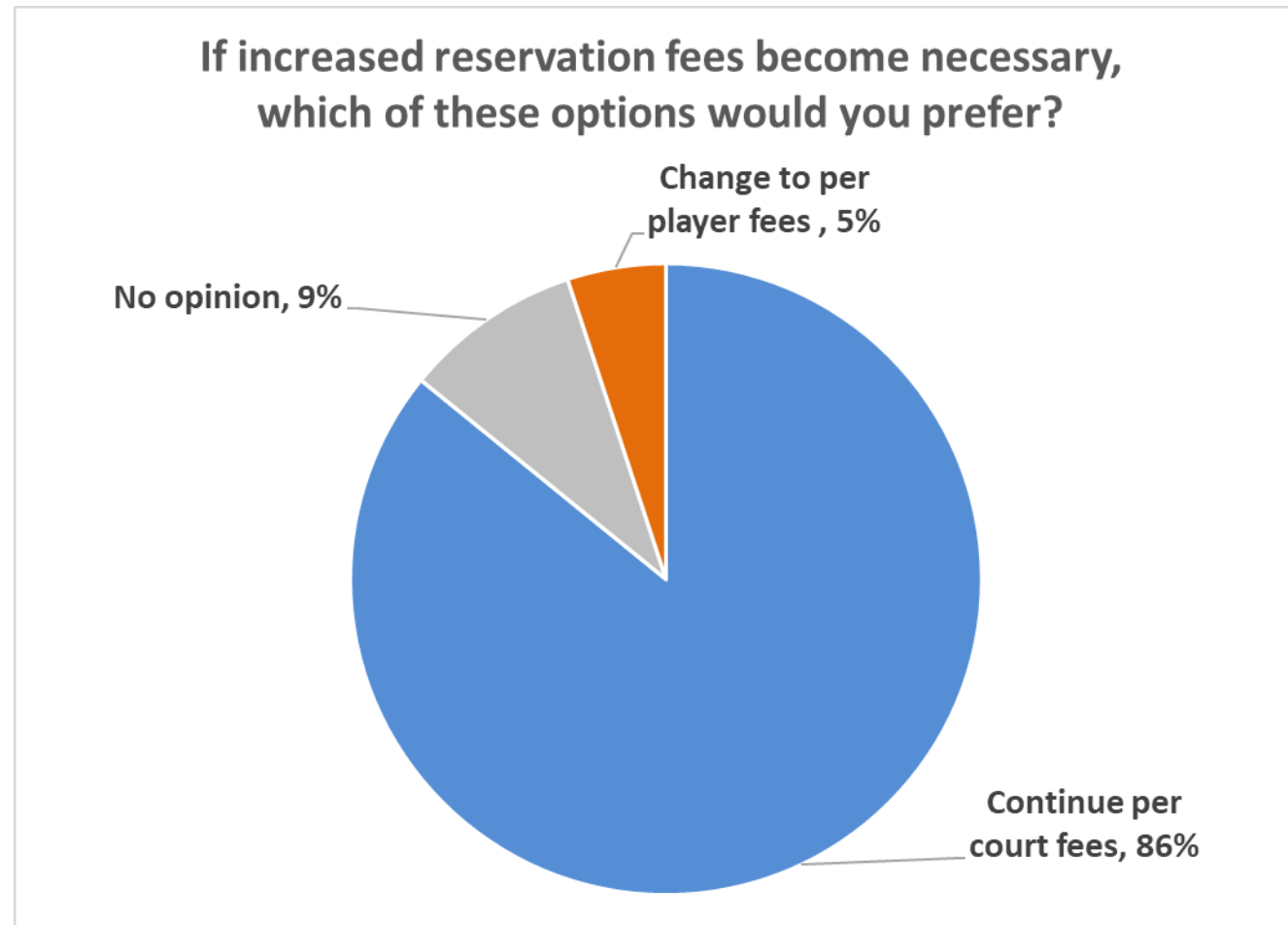
“Clearly articulate who is responsible for each activity. If there is cross over then identify the org that drives and those who support/work behind the scenes”

“Post the roles and impact of each in the Clubhouse for all to read.”

Representative of 63 comments

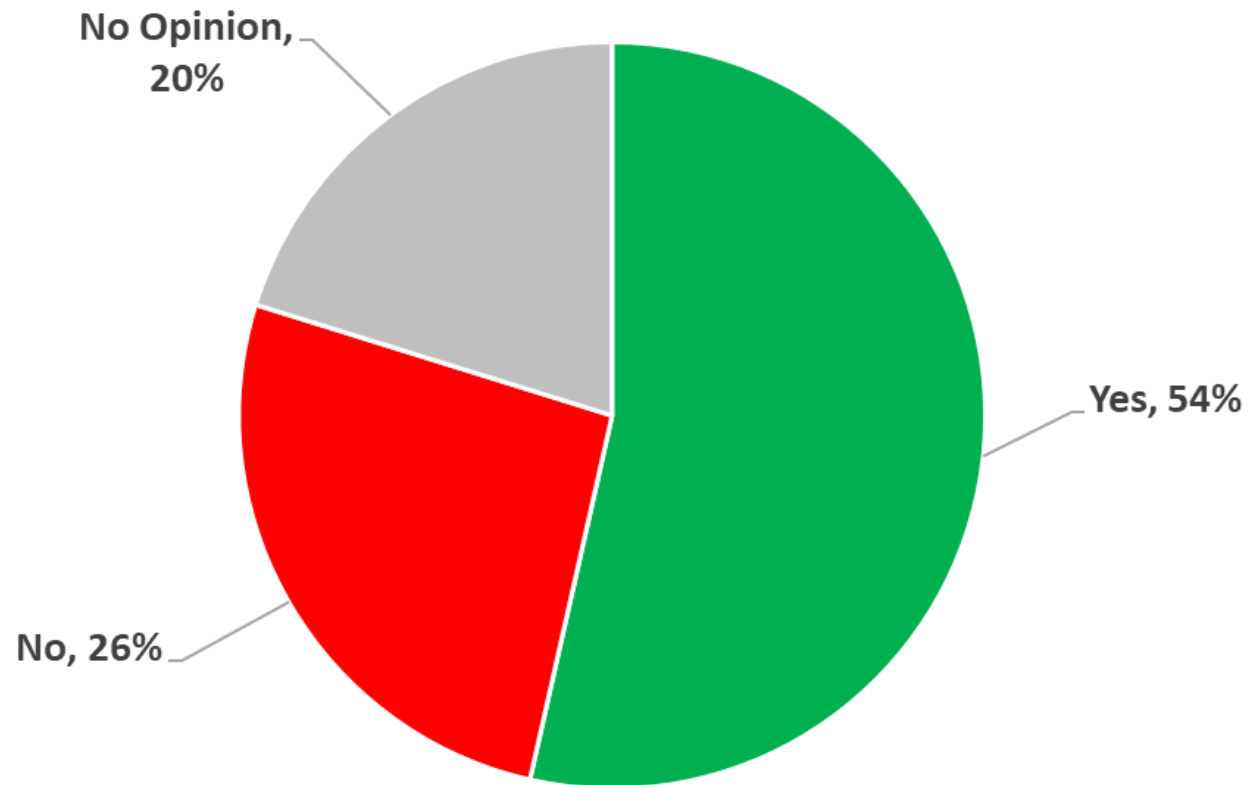
Nearly 9 in 10 want per court reservation fees continued (vs. changing to per person fees)

Currently, for a two-hour reservation, fees are \$5 per court for residents and \$15 per court for non-residents. However, the City of Coronado is working on updating its fee schedule for tennis court reservations.



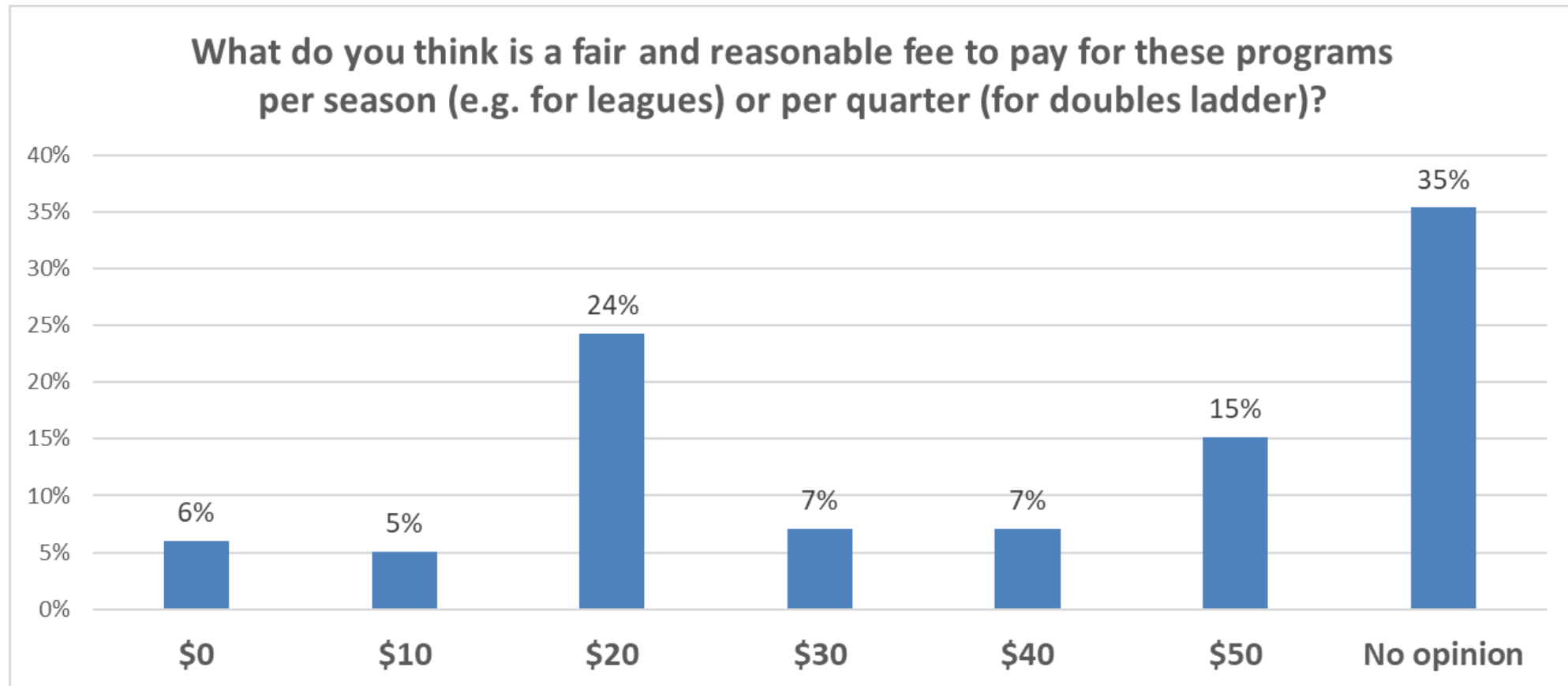
54% would like to see annual membership option

Would you like to see an annual membership fee that covers unlimited court reservations?



If needed, \$20 is most popular choice for “fair and reasonable” league/ladder supplemental fee

The CTA has been able to offer many free programs as part of its annual membership fee. However, that may change in the future as the City of Coronado is reevaluating its fees for court reservations, including what it charges the CTA for leagues, ladders, and other group events.





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Tennis is great in Coronado!
But we can make it even better.

Questions? Ideas? Send to coronadotennisassociation@gmail.com