

COST PROPOSAL

RFP No. 26-17 — Tennis Center Operator Services

Submitted as a Separate File per RFP Section II.2

AUSSIE TEAGUE'S TENNIS GROUP (ATTG)

Proposed Operator: Costa Mesa Tennis & Pickleball Center (CMTPC)

www.CMTPC.com | www.CMRSC.com

Prepared By	Aussie Teague's Tennis Group (ATTG) — Entity ID #20260108087/000 — a DBA of Samm Media LLC
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Address	2431 Holiday Rd., Newport Beach, CA 92660
Submitted To	City of Costa Mesa, Parks and Community Services Department
RFP Number	26-17 — Tennis Center Operator Services
Submission Date	April 21, 2026
Proposal Valid	180 days from submission date

SECTION 1 COVER LETTER AND TOTAL LUMP SUM FEE STATEMENT

April 21, 2026

Evaluation Committee

City of Costa Mesa, Parks and Community Services Department

77 Fair Drive, Costa Mesa, CA 92626

Dear Evaluation Committee:

Aussie Teague Tennis Group (ATTG) respectfully submits this Cost Proposal as a separate file in accordance with RFP No. 26-17, Section II.2. This document contains: (1) ATTG's selected lease payment option and the total lump sum fee commitment; (2) the Appendix C fee schedule with all required task categories; (3) a full public rate schedule for all activities and programs; (4) the phased revenue-sharing model and financial assumptions; and (5) supporting financial narrative including ATTG's USTA grant pathway and reinvestment commitments.

All rates and financial terms set out in this proposal are subject to final City Manager approval and executed agreement language. ATTG commits to the terms presented herein as its best and final offer and confirms the proposal is valid for a minimum of 180 days following submission.

LEASE PAYMENT OPTION SELECTED: Option 3 — Combination of Flat Monthly Rate AND Percentage of Gross Revenue

ATTG selects Option 3 (Combination): a monthly floor payment combined with a percentage of gross monthly revenue, whichever produces the higher payment to the City.

Phase 1 (Months 1–6): Greater of \$5,000 per month OR 10% of gross monthly revenue

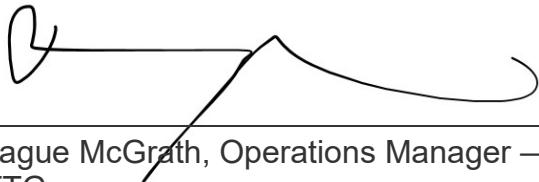
Phase 2 (Months 7–12): Greater of \$10,000 per month OR 15% of gross monthly revenue

Phase 3 (Year 2 onward): Continue Phase 2 economics; CPI escalator applies annually after Month 12

Projected Total City Revenue — 18-Month Estimate: Approximately \$198,357

Security Deposit: \$15,000 non-refundable held in escrow from Day 1

I, Teague McGrath, certify that I am authorized to bind ATTG and that everything in this Cost Proposal is true and accurate to the best of my knowledge.



Teague McGrath, Operations Manager —
ATTG

4/21/26

Date

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The fee schedule below directly follows the Appendix C format specified in RFP No. 26-17. All rates are subject to final City Manager approval. Costa Mesa Resident rates apply to documented City residents. Nonresident rates apply to all others. All fees include applicable taxes where required.

Lease Payment Option

Option Selected	☒ Option 3 — Combination: Monthly Flat Rate PLUS Percentage of Gross Revenue
Rationale	A combination structure gives the City a guaranteed minimum payment every month (protecting against low-revenue periods) while also sharing upside as the facility recovers and grows. ATTG selected this model specifically because it aligns operator and City incentives — both parties benefit from growing the facility.
Phase 1 Floor	\$5,000 per month minimum (or 10% of gross revenue if higher)
Phase 2+ Floor	\$10,000 per month minimum (or 15% of gross revenue if higher)
CPI Escalator	Annual CPI adjustment applies beginning Month 13, per City requirements
Security Deposit	\$15,000 non-refundable, held in escrow from the first day of operations
Payment Timing	Due on or before the 15th of the following month. 1% penalty applies to late payments per Scope of Work terms

Fee Schedule — Task A through E (Appendix C Required Format)

Note: All rates listed are per-unit charges as required by Appendix C. Tables, charts, graphic exhibits, and pricing forms are excluded from the 20-page narrative count per RFP Section II.1. Full rate details, package discounts, and policy notes follow in Section 3.

Task	Description	Costa Mesa Resident Rate	Nonresident Rate
A	Hourly Court Rate — Tennis or Pickleball (hard-surface court, per hour per court)	\$10.00 / hour	\$15.00 / hour
A1	Hourly Court Rate — Peak Period Surcharge (Weekday 5–9 PM; Sat–Sun all day) [Dynamic pricing applied to maximize off-peak utilization and City revenue]	\$12.00 / hour	\$17.00 / hour
A2	Hourly Court Rate — School, League, Club Practice (off-peak scheduling priority)	\$10.00 / hour	\$13.00 / hour

B	Private Lesson — 1 Hour (certified ATTG instructor)	\$80.00	\$85.00
B1	Private Lesson — 1.5 Hours	\$100.00	\$110.00
B2	Private Lesson — Package of 4 × 1-Hour Sessions (10% discount applied)	\$288.00	\$306.00
C	Group Lesson / Clinic — 1 Hour (adult or junior, up to 6 players per court)	\$25.00 / person	\$30.00 / person
C1	Group Lesson / Clinic — 1.5 Hours	\$30.00 / person	\$35.00 / person
C2	Group Lesson / Clinic — 2 Hours	\$40.00 / person	\$45.00 / person
C3	Monthly Unlimited Group / Clinic Access Pass	\$250.00 / month	\$300.00 / month
C4	Youth Group Discount (per RFP Scope — discount program for youth group lessons)	15% off standard group rate	15% off standard group rate
C5	Free Community Clinics (per RFP Scope — minimum 4 per year, 1 hour each, youth and adult)	FREE (4 per year minimum)	FREE (4 per year minimum)
C6	Free Resident Drop-In Open Court (per RFP Scope — 48 hrs/quarter for CM residents)	FREE (min. 48 hrs/quarter)	N/A — Resident benefit
D	Tournament Rate — Court Hire (per court per day, operator-run open tournament)	\$60.00 / court / day	\$60.00 / court / day
D1	Tournament Rate — Entry Fee (USTA / SCTA sanctioned, per player per event)	TBD with City and governing body	TBD with City and governing body
D2	Tournament Rate — Full Facility (all 10 courts; maximum 4 times per calendar year per RFP)	City approval required	City approval required
E	Summer / Holiday Camp — Full Week (Mon–Fri, 8:00 AM – 4:00 PM, all instruction included)	\$250.00 / week	\$325.00 / week
E1	Summer / Holiday Camp — Half Week or Drop-In Day (prorated)	\$75.00 / day	\$95.00 / day
E2	After-School Program / Costco Clinic (ATTG community initiative, subsidized by ATTG)	\$20.00 / child / day	\$25.00 / child / day

* All rates are subject to final City Manager approval per RFP Scope of Work Section B, Operations Item 7. Any fee increase during the term must receive City Manager or designee approval before implementation.

SECTION 3 FULL PUBLIC RATE SCHEDULE — ALL PROGRAMS AND SERVICES

The following rate schedule covers all activities, programs, and services ATTG proposes to offer at CMTPC. All rates remain subject to City Manager approval and are structured to be competitive with comparable Orange County public tennis and pickleball facilities.

Court Reservations

Service	Resident	Nonresident	Notes
Standard Court — per hour	\$10	\$15	Flat fee. Max 2-hour consecutive booking.
Peak Period Court (M–F 5–9 PM; Sat–Sun)	\$12	\$17	Dynamic pricing for high-demand periods.
School / League / Club Practice	\$10	\$13	Off-peak scheduling priority for local schools.
Pickleball Court — dedicated lines	\$10	\$15	Same rate as tennis. 4 blended lines planned.
Ball Machine Hire (per hour)	\$25	\$35	Machine + court. CourtReserve booking.
Free Resident Drop-In (per RFP min.)	FREE	N/A	48 hrs/quarter for CM residents.

Lessons — Private and Group

Service	Resident	Nonresident	Notes
Private Lesson — 1 hour	\$80	\$85	USTA/USPTA certified coach.
Private Lesson — 4×1hr Package	\$288	\$306	Paid upfront. Valid 60 days.
Group Lesson / Clinic — 1 hour (up to 6/court)	\$25	\$30	Adult or junior.
Group Lesson / Clinic — 1.5 hours	\$30	\$35	Adult or junior.
Group Lesson / Clinic — 2 hours	\$40	\$45	Adult or junior.
Monthly Unlimited Group / Clinic Pass	\$250/mo	\$300/mo	All group formats; subject to availability.
Youth Group Discount (mandatory per RFP)	15% off	15% off	Applied to all group lesson rates.

Free Community Clinics (mandatory per RFP min.)	FREE	FREE	Minimum 4 per year, 1-hr each, youth + adult.
Pickleball Group Clinic — 1 hour	\$25	\$30	Led by Danny Vu (PCI Certified, DUPR 4.814).
Pickleball Private Lesson — 1 hour	\$80	\$85	Certified PCI coach.

Camps and Junior Programs

Service	Resident	Nonresident	Notes
Summer / Holiday Camp — Full Week	\$250/week	\$325/week	All instruction, equipment, and supervision included.
Summer Camp — Half Week (3 days)	\$155	\$195	
Summer Camp — Drop-In Day	\$75	\$95	Subject to availability.
After-School Supervision (M–F, 2–6 PM)	\$20/child/day	\$25/child/day	ATTG-subsidized. 1–2 courts + patio homework area.
Costco Clinic — Sunday Drop-Off Lesson	\$25/child	\$30/child	90-minute supervised lesson.
Friday Movie Night — Junior Drop-Off	\$15/child	\$20/child	Supervised evening program
Junior Academy — 8-Week Progressive Program	\$320	\$380	8 weekly 1-hour group sessions; skill tracking.
Teen Scholarship / Fee-Assistance Program	TBD	N/A	CM residents; subject to City approval. Min. 4 spots/year.

Leagues, Tournaments, and Special Events

Service	Resident	Nonresident	Notes
USTA / SCTA League Match — court hire	\$10/hr	\$13/hr	Per court. Off-peak scheduling preferred.
Open Tournament — per court per day	\$60	\$60	All-in event fee; max 4 full-facility events/yr.
USTA-Sanctioned Tournament Entry	TBD	TBD	Set in consultation with City and governing body.

Social Event / Round Robin — court hire	\$12/hr	\$15/hr	Per court. Includes event coordination.
Special Event — Patio Hire	\$100/hr	\$125/hr	Subject to City approval and event rules.
Special Event — Coach / Host Rate	\$100/hr	\$125/hr	Subject to staff availability.
FREE Health & Wellness Presentation (community)	FREE	FREE	Monthly community event hosted at CMTPC.

Pro Shop, Stringing, Fitting, and Concessions

Service	Resident	Nonresident	Notes
Racket Stringing (labor only; strings extra)	\$25	\$30	Maureen Lloyd + certified stringers. Same-day available.
Racket Fitting Consultation	FREE	\$15	Complimentary for lesson participants.
Shoe Fitting Consultation	FREE	\$10	Complimentary for lesson participants.
Demo Racket Hire (per session)	\$10	\$15	Tennis Warehouse demo library.
Beverages, Snacks, and Concessions	Market rate	Market rate	Subject to City approval. Serves Skate + Bark Park users.
CMTPC Branded Merchandise	Market rate	Market rate	Apparel, towels, water flasks, accessories.

Discount Policy Notes

- Lesson packages of 4 or more sessions: 10% discount to residents.
- Long-term program enrollments of 4+ consecutive weeks: 10% discount.
- Costa Mesa 501(c)(3) nonprofit organizations: 20% discount on all court hire and group lessons, subject to City approval.
- Bulk court hire of 5+ courts per hour: 20% surcharge peak periods. 10% discount, off peak subject to scheduling and City approval.
- Any fee change during the Agreement term requires written City Manager or designee approval before implementation.
- ATTG will align all fees with resident-priority policies, scholarship / fee-assistance programming, and mandatory free-access requirements approved by the City.

SECTION 4 PHASED FINANCIAL MODEL AND PROJECTED CITY REVENUE

ATTG's financial model is built from approximately 2.5 months of direct, on-site due diligence at CMTTC, including more than 80 time-stamped court-utilisation observations, analysis of comparable Orange County public facilities, and community feedback. The model assumes a recovery trajectory — not instant full utilisation — and is deliberately conservative in Phase 1 to protect the City against early-period revenue volatility.

Phased Lease and Reinvestment Schedule

Phase	Period	City Payment (higher of flat or %)	ATTG Reinvestment to Facility	Primary Operating Focus
Phase 1	Months 1–6	Greater of \$5,000/month OR 10% of gross monthly revenue	100% of ATTG net profit returned to facility	Reset, stabilize, relaunch CMTTC identity, restore booking reliability, re-engage players.
Phase 2	Months 7–12	Greater of \$10,000/month OR 15% of gross monthly revenue (2.5%–5% of City's 15% share ring-fenced for facility improvements)	50% of ATTG net profit returned to facility	Optimise scheduling, grow leagues and tournament activity, expand fitting and stringing, deepen USTA / sponsor partnerships.
Phase 3	Months 13–18	Continue Phase 2 economics. Annual CPI escalator begins Month 13.	25% of ATTG net profit returned to facility	Consolidate service standards, pursue City-approved café/patio activation, strengthen destination identity.
Security Deposit	Day 1	\$15,000 non-refundable, held in escrow. City may draw if ATTG breaches the lease for any reason.	N/A	Provides the City with immediate financial protection from the first day of operations.

Projected City Revenue — 18-Month Summary

The projections below are based on ATTG's bottom-up CMTC-specific financial model, using observed court utilisation data, comparable facility benchmarks, and conservative Phase 1 assumptions reflecting the Centre's current recovery trajectory. Full monthly model exhibits are available at www.CMTPC.com.

Revenue Category	Phase 1 (Mths 1–6)	Phase 2 (MTh's 7–12)	Phase 3 (Mths 13–18)	18-Month Total
Court Rentals (public hourly)	\$7,200	\$10,800	\$12,600	\$30,600
Private Lessons	\$12,600	\$18,900	\$20,700	\$52,200
Group Clinics / Classes	\$9,000	\$13,500	\$16,200	\$38,700
Camps and Junior Programs	\$6,000	\$8,400	\$9,600	\$24,000
Leagues, Tournaments, Events	\$3,200	\$6,400	\$8,000	\$17,600
Pro Shop, Stringing, Concessions	\$2,400	\$4,200	\$5,400	\$12,000
Sponsorship / Partner Revenue	\$0	\$1,200	\$2,400	\$3,600
Total Gross Revenue (est.)	\$40,400	\$63,400	\$74,900	\$178,700
City Payment (flat or % — higher)	\$5,000/mo = \$30,000	\$10,000/mo = \$60,000	\$10,000/mo = \$60,000	~\$150,000 floor
City Payment at % of Gross	\$4,040 (10%)	\$9,510 (15%)	\$11,235 (15%)	—
Estimated Actual City Revenue	\$30,000	\$57,057	\$67,350	~\$154,407
USTA Grant Contributions (est.)	\$8,000	\$18,000	\$17,950	\$43,950
COMBINED City + USTA Value	\$38,000	\$75,057	\$85,300	~\$198,357

Note: 'Combined City + USTA Value' includes estimated USTA/SCTA grant contributions for court resurfacing, Electronic Line Calling, coach education, and programming support. USTA grant amounts are indicative based on ATTG's exclusive USTA SoCal partnership and are subject to grant cycle approvals. City cash revenue alone is estimated at approximately \$154,407 over 18 months from the lease structure, plus the \$15,000 security deposit.

SECTION 5 EXCLUSIVE USTA / SCTA PARTNERSHIP — ADDITIONAL CAPITAL VALUE

ATTG's exclusive USTA Southern California partnership is a capital pathway that materially increases the City's total financial value from this operator agreement. The table below summarizes the USTA/SCTA grant and program allocations included in ATTG's proposal.

Full USTA endorsement letter from Trevor Kronemann, Executive Director, USTA Southern California, is available at www.CMTPC.com.

USTA / TVS Initiative	Approx. Value / Allocation	ATTG Proposed Use at CMTPC	Public Benefit to Costa Mesa
Exclusive USTA SoCal Partnership Lane	Programming, grants, venue services, event recognition, coach education	Make CMTPC the lead public USTA growth site in this market; build year-round programming and sanctioning credibility	Resident, youth, and family access to grant-backed programs, coaching, and recognized public events.
8-Court Resurfacing and Relaunch Color Reset	~\$102,000 plus ~\$12,500 immediate color refresh	Court resurfacing, relaunch presentation, and repair-replace planning	Cleaner, safer, better-looking public courts and a stronger relaunch for residents.
Electronic Line Calling (ELC) + Gamification / In-Court Video	~\$28,000/yr ELC (\$140,000 over 5 yrs) + ~\$30,000/yr video (\$150,000 over 5 yrs)	Deploy on featured courts, tournaments, and create social-media-ready match content	Modern match experience, fewer disputes on featured courts, stronger events, shareable community content.
Coach Enhancement and Top-Tier Education	~\$40,000/yr (\$200,000 over 5 yrs) + ~\$1,000/yr coaching-fee support (\$5,000 over 5 yrs)	Upgrade staff training, instruction quality, SafePlay standards, and coach development	Better-trained coaches, stronger SafePlay culture, and higher-quality instruction for residents.
Tennis Venue Services (TVS) Planning	~\$100,000+ guidance on repair, replace, lighting, fencing, expansion	Create a disciplined capital roadmap and support grant-ready improvement planning	Grant-ready capital planning and smarter repair / replace decisions for the City and community.
8 New Tennis Courts (Year 2 Pathway)	~\$1,760,000 for 8 new courts at USTA cost	Pursue a full new-court package through the exclusive USTA / TVS lane	Potential all-new courts valued at ~\$1.76 million with no direct City capital cost if secured.
SCTA / USTA Programming Value	~\$25,600/yr (~\$128,000 over 5 yrs)	Rebuild leagues, sanctioned matches, junior pathways, and tournament weekends	More junior pathways, sanctioned play, league weekends, and recurring activity for the community.
TOTAL USTA / TVS VALUE PATHWAY (5-Year)	Up to ~\$2,485,000	Phased, grant-approved, disciplined deployment tied to operating performance	Largest public-capital value proposition available to any Costa Mesa Tennis Center operator.

SECTION 6 FINANCIAL CAPACITY — SAMM MEDIA LLC

Samm Media LLC is the parent company of ATTG and has operated continuously since its incorporation in September 2017. The following P&L summary demonstrates Samm Media's sustained profitability, financial discipline, and liquidity. Full audited financial statements are available at www.CMTPC.com and will be provided formally to the City upon request in accordance with RFP Section II, Financial Capacity requirements.

Samm Media LLC — Annual P&L Summary

Legal Entity	Aussie Teague's Tennis Group (ATTG) — Entity ID #20260108087/000 — DBA of Samm Media LLC, incorporated September 2017
Business Type	Limited Liability Company — For Profit
Address	2431 Holiday Rd., Newport Beach, CA 92660
Years in Business	8 years (2017–present)
Primary Business	Marketing & Media Consulting — national TV campaigns, digital marketing, brand development
2023 Net Profit	\$100,827
2024 Net Profit	\$877,591
2025 Net Profit	\$614,407
3-Year Total Profit (2023–2025)	\$1,537,476
Cumulative Revenue since 2019	\$2,870,000+
Liquidity / Reserves	Substantial personal and business assets, capital reserves, and liquidity confirmed. Full details on request.
Financial Statements	Available at www.CMTPC.com and formally upon City request. Three full years (2023, 2024, 2025) available.

COMMITTED · CARING · COLLABORATIVE · COMMUNITY

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