

AUSSIE TEAGUE'S TENNIS GROUP

(ATTG)

Proposed Operator:

Costa Mesa Tennis Center (CMTc)

Contact	Teague McGrath, Operations Manager
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Address	2431 Holiday Rd., Newport Beach, CA 92660
Entity ID	Aussie Teague's Tennis Group EID #20260108087/000 DBA of Samm Media LLC
Domains	www.CMTPC.com www.CMRSC.com (both secured on City's behalf, live with websites, email, and social media)
Submitted	April 21, 2026 Proposal valid for 180 days from submission date
Accounting	Pacific Tax Advisors, Newport Beach Third-party accountant for all CMTPC operations

Tables, charts, financial exhibits, images, logos, and pricing forms are excluded from the 20-page count per RFP Section II.1. The Cost Proposal is submitted as a separate file per RFP Section II.2. Full financial models, complete personnel resumes, community support letters, USTA endorsement letter, facility renderings, and logo design options are available in Appendix and at www.CMTPC.com.

EVALUATION CRITERIA

**Key Personnel 30% · Firm Qualifications 30% · Method of Approach 20% ·
Cost Proposal 20%**

KEY DIFFERENTIATORS

- ◆ 60+ combined years of direct CMTc experience
- ◆ Exclusive USTA SoCal partnership — up to \$2.485M
- ◆ Tennis Warehouse confirmed retail partnership
- ◆ \$15,000 non-refundable deposit Day 1
- ◆ 100% net profit reinvested months 1–6
- ◆ Zero programme cancellation policy

CORE TEAM — CMTc CONTINUITY

- ◆ Eduardo Reyes — 20+ yrs CMTc head coach
- ◆ Hank & Maureen Lloyd — 20 yrs CMTc operators
- ◆ Douglas Carter — 2+ yrs CMTc office manager
- ◆ Youssef Timour — 15+ yrs CMTc coach
- ◆ Danny Vu — PCI Certified, DUPR 4.814
- ◆ Teague McGrath — CEO, Samm Media, \$2.87M+

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ADDITIONAL RESOURCES AT CMTPC.COM

Full month-by-month financial model	→
Complete personnel résumés	→
USTA endorsement letter (Trevor Kronemann)	→
Facility improvement & café concept images	→
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Note on Page Count

Per RFP Section II.1, tables, charts, graphic exhibits, and pricing forms are excluded from the 20-page narrative limit. This document contains 20 pages of narrative content plus 2 pages of tables and exhibits. The Cost Proposal is submitted as a separate file per Section II.2.

1. COVER LETTER

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 proposal to serve as operator of the Costa Mesa Tennis Center (CMTC). ATTG's proposal is a community-based, single-provider response grounded in extensive facility diligence, broad local support, extraordinary key personnel, career proven management discipline, and a long-term commitment to the City and Costa Mesa community.

The Costa Mesa Tennis Center does not need a new name on a lease. It needs people who genuinely love this facility — people who have spent thousands of hours here, who know the names of the regular morning players and the Wednesday night league captains, who feel the weight of what was quietly lost when the Centre's momentum stalled, and who are personally committed to earning back the community's trust through daily presence, daily accountability, and daily service. Aussie Teague Tennis Group is those people, and this proposal is their plan.

ATTG's proposal is also the product of substantial research and diligence. Over approximately two and a half months, ATTG immersed itself in the Center and the surrounding community. We spent hundreds of hours attending tennis and pickleball clinics and lessons, observing operations and court utilization, documented more than 80 time-stamped court-usage intervals, met with current and former players, instructors, former operators, local schools, and community organizations, attended City and community meetings, analyzed City Outreach Surveys, and comparable public racket-sports facilities, operating models, and pricing structures. This work not only informed our financial assumptions and operational planning but also led to a clear and consistent conclusion: the community seeks more than a tenant.

This proposal is further strengthened by the caliber and relevance of the personnel involved. Hank and Maureen Lloyd, who successfully operated the Center for over two decades, are included as part-time staff and transition support. Eduardo Reyes, CMTC's longest-tenured instructor and Youth Academy Director, is a confirmed ATTG partner along with various other selected previous staff and instructors. Their institutional knowledge, operational familiarity, and longstanding relationships within the player community offer exceptional continuity and provide ATTG with a meaningful transition and implementation advantage. ATTG also combines extensive racquet-sports knowledge with executive-level business experience. Teague McGrath brings tennis-center, club, camp, and resort operating experience together with decades of corporate leadership in management, marketing, budgeting, brand development, sponsorship, and digital communications. That experience is directly relevant to CMTC's need for stronger public identity, modern communications, community outreach, and disciplined growth. But this proposal is not only about the past. ATTG's vision is to transform the Costa Mesa Tennis Center into a modern, welcoming, professionally operated public racket-sports destination that earns comparison with the best private facilities in Orange County — while remaining proudly public, genuinely accessible to every segment of the Costa Mesa community, and centered on the resident experience at every price point and every skill level.

ATTG's operating framework is therefore built upon four core commitments.

Commitment · Care · Collaboration · Community

These principles guide practical actions — visible on-site leadership, fair and efficient scheduling, resident outreach, transparent reporting, responsive customer service, and ongoing engagement with players, families, schools, nonprofit organizations, and City representatives.

That vision is concrete and fully planned. It includes a pro shop anchored by ATTG's confirmed Tennis Warehouse partnership — expert racket fitting, shoe sizing, a professional demo library, near-unlimited catalog access, and Maureen Lloyd's world-class stringing service available to every player who walks in. It includes a reservation system that functions reliably on the first attempt, every time, whether a player books online, by phone, or at the desk. It includes a social media presence built by a career media professional, LED display screens showing live court availability, a PA system that gives every match day a professional atmosphere, USTA Electronic Line Calling on featured courts pursued through ATTG's exclusive grant pathway, an outdoor café serving the park in Year 2, big-screen display for tournament viewing in Phase 2, and — through the exclusive USTA TVS partnership — a realistic pathway to eight new courts that could transform CMTPC into the premier public tennis complex in Southern California. Every one of these commitments is detailed in the pages that follow.

1. COVER LETTER — CONTINUED

Additional proposal highlights for the City's consideration:

- Exclusive USTA partnership with pathway to 8 new courts, resurfacing, fencing and other equipment worth up to \$2.4 million in grant opportunities.
- Revolutionary pro-shop approach utilizing state-of-the-art technology with tennis and pickleball instructors for professionally customized racket and shoe fittings including discounts from Tennis Warehouse.
- Creative development and marketing plan for center's new identity — proposed CMTC name change to include Pickleball with creative design options, logos, domain and email addresses secured on behalf of the City.
- ATTG commitment to reinvest 100% of profits in first 6 months of operations, 50% during the following six months, and 25% during the six months after that.
- Technology Improvements — increases public access, marketing efficiencies, accounting, improves staff productivity, strengthens reporting to the City, and creates a more modern player experience.
- ATTG's Executive Board members include local facility operators, USTA representatives, C-level executives, tech and financial investors.
- Innovative long-term revenue opportunities and additional community benefits include adding a Café to the pro-shop with serving window to the adjoining park.

As ATTG's proposed Operations Manager, I fully recognize the seriousness of this responsibility. In addition to my background in tennis instruction and operations, I bring decades of executive leadership experience, including the management of large teams, substantial budgets, business ownership, and strategic marketing initiatives. I view this opportunity not merely as a commercial undertaking, but as a chance to contribute meaningfully to a community asset through a combination of professional discipline and personal commitment.

The City of Costa Mesa is not simply selecting a lessee; it is selecting a team that will shape the Center's culture, reputation, reliability, and community value for years to come. ATTG is prepared to assume that responsibility with local accountability, a commitment to CMTC, deep business operating experience, strong on-site leadership, and a reinvestment model specifically designed to strengthen the facility rather than extract from it. For these reasons, we respectfully state that ATTG offers the most responsive, credible, and community-aligned proposal before the City.

Thank you for your consideration. We would welcome the opportunity to further discuss ATTG's proposal as well as many ideas being developed beyond the RFP parameters. Finally, we'd like to listen. We want our relationship with City Council members to be a true partnership in the hope we form a collective vision for the future of the Costa Mesa Tennis Center.

Respectfully submitted,

Teague McGrath

CEO & Operations Manager, Aussie Teague's Tennis Group

2431 Holiday Rd., Newport Beach, CA 92660 | 646-637-7513

TMcGrath@AussieTeaguesTennis.com | www.AussieTeaguesTennis.com

Proposed working relationship: ATTG will serve as the single accountable operator. Specialized vendors may be engaged for reservation software, point-of-sale systems, digital marketing support, retail fulfillment, or similar support functions; however, ATTG will remain solely responsible to the city for all performance, staffing, compliance, reporting, customer service, community relations, and day-to-day operations.

2. BACKGROUND AND PROJECT SUMMARY

ATTG understands the City's objective to be broader than court scheduling. The City is seeking an experienced operator that will keep the Costa Mesa Tennis Center accessible and affordable, operate it fairly and transparently, maintain a positive working relationship with City staff, and expand quality programming for players of all ages, abilities, and socioeconomic backgrounds. ATTG also understands that pickleball should be incorporated thoughtfully in a manner that improves use of the facility without undermining public access or the Center's core tennis function.

2.1 Costa Mesa-Specific Due Diligence

ATTG's proposal is based on more than 2.5 months of focused immersion, research, observation, and community engagement including hundreds of hours on site, more than 80 time-stamped court-utilization observations, meetings with players, instructors, former operators, schools, nonprofits, and community groups, and a peer-facility review across California public racket-sports.

Workstream	What ATTG Did	Why It Matters to Costa Mesa
Centre Immersion	Hundreds of hours on-site across all days and time slots — attending tennis and pickleball clinics, lessons, league activity, open-court play, and community events over ~2.5 months.	Grounded every assumption in observed reality. No extrapolation from theoretical models.
Court-Use Analysis	80+ time-stamped court-utilisation observations — recording allocation, actual occupancy, public-access patterns, unused programmed courts, and dead time blocks.	Identified demand peaks, underused periods, and allocation inefficiencies underpinning every financial projection.
Player & Community Input	Open forums, individual player conversations, website feedback, and direct outreach to league leaders, instructors, coaches, former operators, school athletic directors, and nonprofits.	Revealed consistent priorities: reservations, programme reliability, customer service, pro shop quality, visible leadership.
Institutional Research	Attended City Council and Parks & Recreation meetings; reviewed historical commentary, public outreach survey results, and prior operator records.	Ensured ATTG understands the City's expectations and the specific documented failures that have eroded public confidence.
Partner & Peer Review	AI-assisted and manual benchmarking of programming, pricing, scheduling, staffing, and technology at comparable California public racket-sports facilities. Direct outreach to USTA, SCTA, Tennis Warehouse, booking platform vendors.	Validated pricing, confirmed partnership opportunities no competitor has secured.
Financial Modelling	Built bottom-up P&L projections using observed utilisation data, real CMTC registration patterns, benchmarked pricing, and conservative recovery curves. Sensitivity-tested against multiple downside scenarios.	Produces credible, defensible financial commitments — not aspirational numbers.

2.2 Five Clear Community Priorities

ATTG's due diligence produced a set of community findings consistent across every player type, age group, and program category. Three distinct user groups shape the Center's daily character: pickleball users (newer, socially driven); active community players; and long-standing tennis league and club players, many of whom have family histories at the Center. ATTG's operating plan is designed to recognize these different interests while preserving overall public balance.

2. BACKGROUND AND PROJECT SUMMARY — CONTINUED

2.2 Five Clear Community Priorities

Priority Finding	Community Issue Identified	ATTG Response
1. Reservations & Communication	The current booking experience is the single most cited reason players have reduced or stopped their visits. Phone delays, unexplained cancellations, no online reliability, unclear refund policies.	CRM/reservation platform deployment is a Day-1 action, not a Phase-2 aspiration.
2. On-Site Leadership	Players and families repeatedly described feeling "nobody is in charge." A known, trusted, accountable person is needed at the front desk and on the courts every day.	Eduardo Reyes or Teague McGrath on site every operating hour, every day.
3. Program Reliability	A 60–65% estimated clinic cancellation rate creates self-reinforcing decline. Fewer registrations → more cancellations → fewer registrations.	Zero-cancellation policy from Day 1 — every scheduled program runs regardless of numbers enrolled.
4. Pro Shop & Front-Desk	Players want a knowledgeable, well-stocked, service-oriented pro shop with expert fitting, advice, and stringing.	Tennis Warehouse partnership. Custom-fit technology. Maureen Lloyd's expert stringing from Day 1.
5. Community Outreach	Schools, nonprofits, league leaders, and community groups have not felt consistently engaged or communicated with.	Staffed Community Services Director — not a reactive courtesy but a scheduled, funded role.

2.3 Due Diligence Findings and Operator Fit

ATTG's diligence changed the proposal itself. What began as an effort to build realistic operating assumptions and financial models evolved into a broader community-centered proposal after hundreds of hours on site and extensive conversations with players, families, league leaders, coaches, and former users.

Customer service concerns were consistent and widespread. ATTG repeatedly heard concerns regarding reservations, cancellations, weak communication, limited responsiveness, and the lack of visible, knowledgeable management presence on site.

Programming was viewed as unreliable and overly revenue-driven. ATTG's research indicated reported cancellation rates above 60% in lessons and clinics, along with frustration that internal programming revenue had been prioritized over long-standing leagues, clubs, and broader local access. ATTG also received first-hand information suggesting that lessons were moved from Costa Mesa to another operator-managed center, which, if accurate, may have diverted activity and revenue away from CMTC and the City.

The property and its identity were seen as neglected. Feedback pointed to a poorly stocked and poorly presented pro shop, limited visible investment in the site, and an operating environment that emphasizes the operator's brand more than the Costa Mesa Tennis Center as a City facility.

ATTG believes the City should consider whether the current operating model is aligned with the needs of this facility. Based on ATTG's observations and the weight of community feedback, the concern is not a few correctable flaws, but a broader approach that appears more portfolio-driven and programming-revenue focused than community-based.

Community passion is central to the operator-fit question. The Costa Mesa player community is deeply invested in this Center because it represents years of family use, friendships, leagues, lessons, and local tradition. That passion is a major strength, but it also means the Center requires an operator who respects the community's attachment, understands its expectations, and is willing to be consistently present and responsive.

ATTG's conclusion was clear: CMTC does not need continuation of the current approach with minor adjustments. It needs a reset. That conclusion helped shape ATTG's proposal and strengthened its community-centered focus.

2. BACKGROUND AND PROJECT SUMMARY — CONTINUED

2.4 Facility Branding, Identity, and Relaunch

ATTG believes the Center suffers from low public awareness and weak brand recognition. Community outreach indicated that many local residents have limited awareness of the Center's location, current name, or offerings. ATTG proposes to relaunch the Centre under a refreshed public identity — not ATTG branding — that reflects both sports, energises the community, and positions the facility as a destination. All identity and naming decisions are subject to City direction and approval.

1 Costa Mesa Tennis & Pickleball Center	2 Costa Mesa Racket Sports Center
www.CMTPC.com — Domain secured by ATTG on City's behalf	www.CMRSC.com — Domain secured by ATTG on City's behalf
	
Acronym — CMTPC — strong, memorable, community-focused Sport coverage — Reflects both tennis and pickleball in the name Market position — Positions facility for current community and growth markets Domain status — Live, with web, email, and social media groundwork complete Best suited for — City preference for a clear dual-sport identity	Acronym — CMRSC — broader identity encompassing all racket sports Sport coverage — Future-proofs the name against further sport additions Market position — Suitable if City wishes to consider additional racket sports Domain status — Live, with web, email, and social media groundwork complete Best suited for — City preference for a longer-horizon, sport-agnostic identity

Already secured by ATTG	Status & readiness	City / community benefit
DIGITAL IDENTITY — BOTH OPTIONS READY DAY 1		
Domains	www.CMTPC.com and www.CMRSC.com — both registered and held on the City's behalf.	The City does not need to start from zero. A public-facing web identity is already operational — relaunch begins Day 1, not Month 3.
Web & Email	Websites built and live at both domains. Custom email infrastructure (@cmtpc.com / @cmrsc.com) ready to activate.	Professional, facility-specific email from Day 1. No @gmail.com in City-facing communications.
Social Media	Handles secured across Instagram, Facebook, and supporting platforms for both identity options.	No competitor can claim the facility's social handles. Community promotion starts the moment the lease is signed.
RELAUNCH PROGRAMME — SUBJECT TO CITY APPROVAL		
Identity Direction	Logo design options, colour palette proposals, and creative naming concepts available at www.CMTPC.com for City review.	The City owns the identity. ATTG executes whatever direction the City approves — from name to colours to signage.
Coordinated Launch	Signage, website, email, social media, merchandise, staff uniforms, and community communications all launched simultaneously.	The community sees a coherent, professional rebrand — not incremental, piecemeal changes over months.
Relaunch Campaign	Local media outreach, social-media campaign, community announcements, a reopening event, and giveaways.	Re-introduces the facility to both existing users and the wider Costa Mesa community. Directly addresses the low-awareness problem.

2. BACKGROUND AND PROJECT SUMMARY — CONTINUED

LOCAL MEDIA OUTREACH

Press release and media outreach to Costa Mesa and OC outlets. Earned coverage, not paid advertising.

SOCIAL MEDIA CAMPAIGN

Pre-launch countdown, coach introductions, facility tours, and opening-day content across Instagram and Facebook.

REOPENING EVENT

Community reopening day with free play, giveaways, prizes, coach demos, and family activities. Subject to City approval.

MERCHANDISE & UNIFORMS

CMTPC-branded merchandise, staff uniforms, and signage — all under the City-approved identity, never ATTG branding.

Option 3 — Legacy Naming (Future City Consideration Only): ATTG has identified two honorary naming concepts raised by the community — **Hank Lloyd Racket Sports Center** (honouring the operator most associated with the Centre's strongest community era) and **Bob Wilson Racket Sports Center** (honouring a founding civic figure of Costa Mesa's community history). Offered purely for future City consideration — never proposed, implemented, or communicated publicly without explicit City direction. Logo examples available in Appendix A.1 and at www.CMTPC.com.

2.5 Day-1 Restoration Commitments (T-2)

Commitment	Day-1 Standard — What the Community Will See Immediately
A Welcoming Culture	Eduardo, Hank, Maureen, and familiar faces from the community's most-loved years at the Centre — present, accessible, and accountable from the very first day of operation.
Reservations That Work	Online booking, phone reservations, and walk-in access — all functional, all reliable, with no unexplained cancellations, no credit-only refunds, and no confusion about court availability.
Zero Programme Cancellations	Every scheduled clinic and group lesson runs regardless of registration numbers. This single commitment reverses the most damaging pattern of the current operator and immediately rebuilds community confidence.
A Pro Shop That Earns Its Space	Tennis Warehouse partnership provides expert fitting, demo access, near-unlimited catalog ordering, expert stringing by Maureen Lloyd, and resident discounts — transforming the pro shop from storage into a genuine service destination.
Transparent Reporting	The City sees exactly what ATTG sees — all transactions, all utilisation, all financial data — in real time through the CRM dashboard, without delay or interpretation.
Community Services Function	A dedicated Community Services Director role (Teague McGrath at launch) maintaining active relationships with schools, nonprofits, leagues, civic groups, and resident organisations — not passively receiving their requests.

ATTG's conclusion was clear: CMTC does not need continuation of the current approach with minor adjustments. It needs a reset. ATTG's diligence changed the proposal itself. What began as an effort to build realistic operating assumptions evolved into a broader community-centered proposal after hundreds of hours on site. ATTG believes the concern is not a few correctable flaws, but a broader approach that appears more portfolio-driven and programming-revenue focused than community-based.

3. METHOD OF APPROACH

ATTG's operating method is built around a single principle: treat the Costa Mesa Tennis Centre as a civic asset, not a booking business. That means a structured, accountable transition; visible and daily on-site leadership; balanced court allocation that genuinely protects public access; transparent financial reporting; community-facing communication; and deliberate, performance-gated growth that earns the right to each successive improvement rather than assuming it.

3.1 Implementation Plan — 30/60/90-Day Schedule (T-3)

Timeframe	Primary Focus	Key Actions	City / Community Outcome
Pre-Start / Award	Transition planning	Finalise staffing, confirm CRM/POS platform, co-ordinate City approvals, organise record transfer, prepare public launch communications, set up payroll and accounting systems.	No service gap. Seamless handoff from Day 1.
Days 1–7	Reset & relaunch	Activate reservation platform; confirm all staff; open all courts on published schedule; launch CMTPC social media; deploy uniform standards; brief City liaison on dashboard access.	Community sees the change on Day 1.
Days 8–30	Stabilise	Complete all background checks and certifications; activate Tennis Warehouse retail; initiate school and nonprofit outreach; begin formal court-utilisation monitoring; provide City with first week's financial data.	Marketing presence and community confidence established in Week 1.
Days 31–60	Service restoration	Refine schedule based on real usage data; activate USTA partnership; launch demo-day calendar; submit Month-1 financial and utilisation report to City; confirm USTA grant applications.	City has full real-time visibility from Week 4.
Days 61–90	Growth foundation	Evaluate Phase 1 KPIs; present capital improvement priorities to City; activate SCTA tournament calendar; review 90-day performance with City staff; propose Phase 2 programming additions.	Disciplined growth with City approval at every step.
Months 4–6	Optimisation	Expand lessons, socials, junior and adult programmes, school outreach, sponsor/USTA conversations; launch fitting, stringing, and resident-value initiatives; begin USTA/SCTA sanctioned event calendar.	Centre at operational cruising speed; City revenue at Phase 1 target.
Months 7–12	Phase 2 growth	Refine schedule and staffing based on data; expand sanctioned and social event activity; strengthen digital marketing; deepen sponsor, school, and partner activation; pursue Phase 2 technology improvements.	City revenue escalates to Phase 2 minimum; USTA partnership activating.
Year 2+	City-approved expansion	Evaluate café, patio activation, featured-court technology, venue upgrades, larger events, and longer-term grant or venue-services	Facility evolving under City direction; no speculative capital

3. METHOD OF APPROACH — CONTINUED

3.2 ATTG Operating Approach — Issue Resolution Priorities (T-4)

Every operating decision at CMTPC — from how to handle a scheduling conflict to how to respond to a player complaint — will be evaluated against a four-level priority framework. This framework ensures the City's interests are always protected first, followed by the community, then operational considerations, and finally cost. No issue at CMTPC will ever be resolved the cheap way at the expense of service quality or the City's interests.

Priority	Resolution Standard	What This Means in Practice
1 — HIGHEST	The City's interests and CMTC's operational framework	Every decision — staffing, scheduling, fees, communications, capital — is first evaluated against the City's approved framework, RFP requirements, and ATTG's lease obligations.
2	Community and player service impact	Before any issue is resolved through cost reduction or scheduling convenience, ATTG evaluates its impact on players, residents, schools, leagues, and community organisations.
3	Scheduling & operational disruption	ATTG minimises disruption to the facility's daily programme, court availability, and community schedules — but only after priorities 1 and 2 have been fully satisfied.
4 — LOWEST	Resolution cost	Cost is the last consideration. ATTG will not allow cost management to drive decisions that compromise City interests, community service, or operational reliability.

3.3 AI & Technology

ATTG views technology as an operating discipline rather than an accessory and plans to actively utilize the latest AI systems and other technology platforms to reduce player confusion, increase revenue and public access, improve staff productivity, strengthen reporting to the City, and create a more modern player experience. **Objective: make it Easier to Book, Understand, Manage and Trust.**

All the above proposals are subject to City approval. ATTG believes reservations and communication are the Center's most immediate service issues. With priority plans to be ready Day 1, technology support and automation will transform the facility into an efficient, communicative, visible entity. ATTG's background in CRM, analytics, content production, media buying, brand development, digital advertising, and social storytelling allows the proposal to bring a technology and communications platform well beyond the typical public-facility standard.

3.4 Pro Shop, Retail, and Player Services

Phase 1 resets the pro shop through deep cleaning, improved counters and fixtures, stronger retail displays, better merchandising, and improved transaction controls. Phase 2 creates a real market distinction through the Tennis Warehouse relationship: custom racket and tennis-shoe fitting, demo support, stringing, brand comparison guidance, and player discounts. The pro shop becomes a fitted-service experience with near-unlimited catalog access. Phase 3 – Yr 2: ATTG proposes to add café service to the CMTC pro-shop.

Facility improvement & café concept images:

[Café Concept Photos ↗](#)

[Patio & Seating Plans ↗](#)

[Pro Shop Renderings ↗](#)

[Court Lighting & Screens ↗](#)

3. METHOD OF APPROACH — TECHNOLOGY PLATFORM (T-5)

ATTG's background in CRM, analytics, content production, media buying, brand development, digital advertising, and social storytelling delivers a technology and communications platform well beyond the typical public-facility standard. Reservations and communication are the Center's most immediate service issues, and technology is one of ATTG's clearest differentiators.

Technology Component	ATTG Commitment & City / Community Benefit
CRM / Reservation Platform	CourtReserve (City-approved). Online booking, phone/walk-in access, waitlists, payment processing, programme registration, utilisation tracking. City has full, continuous, uninterrupted dashboard access from Day 1 — the City sees every transaction and booking in real time.
City Dashboard + POS	Real-time transaction tracking by revenue category; daily sales integration; instant monthly financial and utilisation reports accessible by City staff at any time — no end-of-month surprise gaps or retrospective explanations.
CMTPC Website	Programme schedules, real-time court availability, online booking portal, event calendar, resident communications, news and announcements, and a mobile-friendly public hub. Both www.CMTPC.com and www.CMRSC.com secured and live with full infrastructure ready to activate on award day.
Email and SMS Communications	Automated programme reminders, weather-related notices, schedule changes, event alerts, and community newsletters — players are always informed and never surprised by a cancellation or schedule shift.
Social Media Strategy	Instagram: daily court photos, match highlights, coach introductions, event promos, pro shop features (target: 1,000+ followers by Month 6). Facebook: event invitations and family programming. Meta Business Suite + Mailchimp for coordinated scheduling and analytics.
LED Display Boards / TV Screens	Wall-mounted screens in the pro shop and courtside showing live court availability, today's full schedule, upcoming events, and social media feeds. Phase 2 big-screen display for tournament viewing and featured match viewing — creating a genuine sports-venue atmosphere at CMTPC. View screen placement photos ↗
PA System	Clear, well-calibrated public address coverage across courts and patio — announcements, match introductions, music, and event hosting. Creates the professional, energetic, well-run atmosphere that the community has consistently described as absent at the current Centre.
USTA Electronic Line Calling	Pursued through USTA grants (~\$28,000/year) for featured and tournament courts. Eliminates line-call disputes, modernises the match experience, and generates compelling, shareable content that raises CMTPC's profile across the broader Southern California tennis community.
On-Court Cameras	Subject to City approval — safety monitoring, court utilisation visibility, and content capture for ELC highlights and social media. Supports front-desk clarity and incident documentation. Cloud-managed system with privacy-first design.
Pro-Shop Fitting Technology	Custom racket and shoe fitting using Tennis Warehouse's professional fitting systems paired with on-court demos. The only public facility in Orange County offering this level of professionally assisted player-fitting service — a direct response to community feedback.

ATTG's technology platform operates as one integrated system: CourtReserve handles bookings and payments; QuickBooks Online handles accounting; Meta Business Suite handles social media; and Rise Vision handles in-facility screens — all reporting up to a single City-visible dashboard. No public racket-sports facility in Costa Mesa's competitive set operates at this level of transparency and integration.

3. EXCLUSIVE USTA / SCTA PARTNERSHIP (T-6)

ATTG's exclusive USTA Southern California partnership is the single most financially significant differentiator in this proposal. No other bidder has secured this partnership. It provides a capital and programme pathway that can fund court resurfacing, Electronic Line Calling, coach education, in-court technology, and potentially eight new tennis courts — at little to no direct capital cost to the City. Full endorsement letter from Trevor Kronemann, Executive Director, USTA Southern California, available at www.CMTPC.com.

USTA / SCTA Initiative	Approx. Value	ATTG Proposed Use	Public Benefit to Costa Mesa
Exclusive USTA SoCal Partnership Lane	Exclusive Access Grants · Programming · Events	Make CMTPC the lead public USTA growth site in this market — building year-round programming and sanctioning credibility.	No other bidder has this partnership lane. Resident, youth, and family access to grant-backed programmes.
8-Court Resurfacing + Colour Reset	~\$114,500 \$102K + \$12.5K colour	Resurface all 8 courts with a fresh visual identity. Court photos ↗	Cleaner, safer, better-looking public courts and a visible relaunch signal from Day 1.
Electronic Line Calling (ELC)	~\$140,000 ~\$28K/yr × 5 yrs	Deploy on featured and tournament courts.	Modern match experience, fewer disputes, shareable social-media-ready content.
Gamification / In-Court Video	~\$150,000 ~\$30K/yr × 5 yrs	In-court video and gamification on featured courts.	Compelling content for social media; improved competitive experience for players and spectators.
Coach Enhancement & Education	~\$205,000 ~\$40K/yr + \$1K/yr coaching fee	Upgrade staff training, SafePlay standards, and instruction quality.	Better-trained coaches; stronger SafePlay culture for all residents.
Tennis Venue Services (TVS) Planning	~\$100,000+ Grant-ready capital planning	Repair, replace, lighting, fencing, and expansion guidance.	City-approved capital planning for repair, replacement, and future expansion without upfront City capital.
8 New Tennis Courts (Year 2 Pathway)	~\$1,760,000 At USTA TVS cost	Pursue full new-court package through exclusive USTA / TVS lane. Concept images ↗	Potentially transforms CMTPC into the premier public tennis complex in Orange County — at no capital cost to the City.
SCTA Programming / Court Use	~\$128,000 ~\$25.6K/yr × 5 yrs	Leagues, sanctioned matches, junior pathways, tournament weekends.	More junior pathways, sanctioned play, and recurring community activity throughout the calendar year.
TOTAL VALUE (5 Years)	Up to ~\$2,485,000 · No other bidder has access to this pathway. Phased, grant-approved, tied to City approval.		

"USTA Southern California commits to partnering with Aussie Teague's Tennis by providing significant financial and programmatic leverage to ensure the long-term success of the facility. This partnership creates more value for the public agency and expands access for local residents, youth, and families."

— Trevor Kronemann | Executive Director, USTA Southern California · Full endorsement letter at www.CMTPC.com/rfp-tables ↗

3. METHOD — PICKLEBALL + COMMUNITY PROGRAMMING

3.5 Pickleball Integration Strategy

ATTG fully embraces the City's objective to incorporate pickleball without undermining the Centre's core tennis identity. ATTG's pickleball strategy rests on three pillars: dedicated expert coaching, transparent and fair scheduling, and active community-building that grows the total user base across both sports. Head Pickleball Coach Danny Vu is PCI Certified, an Engage Pickleball Ambassador, a former collegiate tennis player (UC Irvine, Chaminade University Hawaii), and holds a DUPR rating of 4.814. His dual background gives him a unique ability to attract players from both communities. ATTG's pickleball program includes beginner–advanced clinics; weekly social play, round robins, and ladder competitions; USAPA-sanctioned matches; cross-over tennis-to-pickleball clinics; and direct outreach to Orange County pickleball leagues from Day 1.

3.9 Working Families and Community-Focused Programming (T-7)

ATTG spent dozens of hours speaking with Costa Mesa families. A consistent theme was the need for supervised, family-friendly options for households with two working parents. ATTG proposes to test and roll out the following community programs — methodically and responsively, never over-promising.

Programme	How It Works at CMTPC	Community Benefit
— WEEKDAY FAMILY PROGRAMMING —		
After-School Supervision Mon–Fri · 2–6 PM	1–2 courts for tennis, pickleball, and general activity. Patio homework area under shade. Volunteer life-skills sessions from local senior center partners.	Reliable after-school cover for working parents. Children get supervised active time. Daily junior presence at CMTPC from Day 1. Patio photos ↗
— WEEKEND FAMILY PROGRAMMING —		
Friday Movie Nights Weekly · Friday	Supervised children's movie night. Simultaneous adult social court time for parents — both running concurrently with shared drop-off.	Family-friendly Friday evening activation. Parents get a night out. CMTPC becomes a community social hub, not just a booking facility.
Sunday "Costco Clinic" Weekly · Sunday AM	Drop-off supervised lesson while parents run errands. 90-minute coached session. CourtReserve booking and SMS update to parents at session end.	Solves a real logistical problem for busy families. Activates Sunday morning — currently the most underused time block in the facility.
— COMMUNITY HEALTH & ACCESS —		
Free Health Presentations Monthly · Free	Free talks from local health, nutrition, and activity experts — open to all residents. Hosted on patio or pro shop.	Connects CMTPC to the wider CM community beyond current players. Builds goodwill and civic presence.
Scholarships, Internships & Teen Jobs From Month 3	Min. 2 scholarship spots per camp cycle. Internships with Newport-Mesa USD. Pro-shop and camp jobs prioritised for CM residents aged 16+.	Real economic pathway — not just play access. Teen employees become community ambassadors for CMTPC.
Resident Discounts Day-1 Policy	Discounts on court hire, lessons, and selected retail — automatically applied to all CM residents at booking. CM address verified once; applied to all future	~15–20% below nonresident rate across all major categories. Affordability built into the system from Day 1.

3. METHOD — THREE-PHASE GROWTH PLAN (T-8)

Phase 1 · Stabilize Reset & Relaunch · Months 0–6	Phase 2 · Grow Program & Retain · Months 7–12	Phase 3 · Sustain Destination Identity · Months 13–24
LEASE / REVENUE SHARE 10% / \$5,000 Greater of 10% gross monthly revenue or \$5,000/month minimum	LEASE / REVENUE SHARE 15% / \$10,000 Greater of 15% gross monthly revenue or \$10,000/month minimum	LEASE / REVENUE SHARE 15% / \$10,000 Continued Phase 2 economics; CPI escalator from Month 13
PROJECTED CITY REVENUE \$39,435 Across Phase 1 (months 0–6)	PROJECTED CITY REVENUE \$74,608 Across Phase 2 (months 7–12)	PROJECTED CITY REVENUE \$84,314 Across months 13–18, continuing thereafter
REINVESTMENT 100% Of net profit back into the Center. Plus \$15,000 ATTG capital Day 1.	REINVESTMENT 50% Of net profit reinvested, months 7–12.	REINVESTMENT 25% Of net profit reinvested, months 13–18.
ILLUSTRATIVE IMPROVEMENTS Deep clean: court, fence, windbreak repairs Front-desk & pro shop reset Reservation, POS, accounting systems CMTPC website & relaunch marketing Starter retail inventory & youth programming	ILLUSTRATIVE IMPROVEMENTS Custom racket & shoe fitting experience Enhanced stringing operation USTA / SCTA programming at scale Digital, social & email communications Sponsor & school activation	ILLUSTRATIVE IMPROVEMENTS Café with Skate Park service window Outdoor tables, umbrellas, patio activation Featured-court technology (ELC, cameras) City-approved naming & branding refinements Longer-term venue expansion pathway

3.6 Maintenance, Safety, and Facility Presentation

ATTG's maintenance approach follows the RFP's division of responsibilities while adding stronger day-to-day discipline. ATTG will open and close the facility, maintain the pro shop, patio, and building, handle daily custodial needs, sweep and blow courts, monitor landscaping within the fenced Center, and promptly report issues requiring City action with a written maintenance checklist and issue log.

Phase 1 includes a visible reset of cleanliness, fencing, gates, windbreaks, and lighting-report discipline. Phased safety improvements include camera coverage of key public areas, improved audio / PA capability, clearer signage, and stronger internal procedures for disputes and incident documentation. All subject to City approval.

Facility improvement concept images:

[Court & Patio Photos ↗](#)

[Café & Shade Concepts ↗](#)

[Big Screen & Lighting Plans ↗](#)

3. METHOD — RISK MITIGATION MATRIX (T-9)

ATTG has proactively identified the six most likely operating risks for the lease period and built specific mitigation strategies into the proposal's structure. The City's downside is protected by the flat-rate payment floor and the \$15,000 non-refundable deposit at commencement.

Risk	Scenario	ATTG Mitigation
Revenue Shortfall — Months 1–3	Inherited player attrition and transition uncertainty may suppress early income below Phase 1 projections.	Conservative Phase 1 financial model; \$15,000 security deposit; 100% net profit reinvestment creating operating reserve; Eduardo/Hank/Maureen continuity drives rapid player return and confidence recovery.
Transition Disruption for Players	Change of operator creates short-term confusion for regular players, leagues, and school programmes.	Eduardo Reyes, Hank Lloyd, Maureen Lloyd, Youssef Timour, and Douglas Carter are all continuity personnel familiar to current players. The community sees trusted faces from Day 1.
Technology / Platform Failure	CRM/reservation outage could disrupt bookings and City financial reporting.	Two platforms shortlisted (CourtReserve backup); manual phone/walk-in backup always active; City retains independent login access to all systems regardless of operator status.
Pickleball / Tennis Conflict	Rapid pickleball demand growth could create friction with tennis court availability and player expectations.	Published court-allocation schedule with separate reservation lanes; monthly City utilisation reports; fencing pursued through USTA TVS grants to create permanent, defined pickleball areas.
Key Staff Departure	Loss of a coach or staff member mid-lease could create programme gaps or community concern.	Executive board and ATTG volunteer network provide backup management capacity. Eduardo Reyes and Teague McGrath provide full operational continuity regardless of any individual staff change.
City Revenue Target Shortfall	Gross revenue below minimum threshold in Phase 2 could reduce City monthly receipts.	The lease structure protects the City with a flat-rate floor (\$5,000 / \$10,000 per month) regardless of performance. ATTG absorbs downside risk — not the City.

3.7 Reporting, Accounting, and Public Transparency

ATTG will maintain a separate accounting method as well as a third-party accountant, Pacific Tax Advisors, for Center operations, track gross receipts by category, and provide monthly and annual reporting required by the City. The reporting model will include monthly gross-receipts reporting with timely payment to the City, monthly revenue and expense statements, annual profit-and-loss and balance-sheet reporting in City-acceptable format, complaint and service-issue tracking, and an annual operations report. ATTG's objective is that City staff can see what ATTG sees financially and operationally without delay or ambiguity. This is one of the proposal's strongest practical advantages.

3.8 Programming, Public Access, and Community Service

ATTG will preserve public walk-on and reservation play while first establishing the existing program schedule, then expanding carefully and methodically. Unlike the current operator, ATTG's group lessons and clinics will not be cancelled due solely to low registration. Instead, ATTG will test, evaluate, and refine programming based on community response and operating results. ATTG will also implement a staged transition preserving continuity: Teague McGrath as management lead; Eduardo Reyes leading on-court programming; Hank and Maureen Lloyd as part-time transition employees.

4. QUALIFICATIONS AND EXPERIENCE OF THE FIRM

Aussie Teague's Tennis Group is a project-specific operating entity formed by community members, coaches, previous operators, local players, and industry leaders. Led by Teague McGrath, ATTG combines direct CMTC operating knowledge with executive management, finance, technology, legal and business operations, sponsorship development, and community-facing marketing experience. Parent company Samm Media has produced more than 100 national commercials featuring Tom Selleck, Senator Fred Thompson, and Kelsey Grammer. With more than 60 years of combined operating and coaching experience tied to CMTC, no other bidder matches ATTG's familiarity with the Center's patterns, player base, culture, and operating history.

4.1 Corporate Profile — Samm Media LLC / ATTG (T-10)

Field	Detail
Legal Entity	Aussie Teague's Tennis Group (ATTG) — Entity ID #20260108087/000 — DBA of Samm Media LLC. Purpose-built operator assembled specifically for the Costa Mesa Tennis Centre, combining direct site knowledge with executive-level business capability.
Registered Business	Samm Media LLC, incorporated California, September 2017 — 8 continuous years of operation. Newport Beach, CA.
Principal Office	2431 Holiday Road, Newport Beach, CA 92660
Officer	Teague McGrath, CEO / Operations Manager 646-637-7513 TMcGrath@AussieTeaguesTennis.com
Financial Standing	Samm Media LLC: \$1M+ annual revenue in each of the last 3 fiscal years. 3-year net profit: 2023 \$100,827 2024 \$877,591 2025 \$614,407 Total \$1,537,476. Full financial statements available at www.CMTPC.com and upon request.
Insurance	All required Certificates of Insurance — CGL (\$1M+), Auto (\$1M+), Workers' Comp (CA required), E&O (\$1M+) — provided within 10 days of contract award. City of Costa Mesa named as additional insured.
Domains Secured	www.CMTPC.com and www.CMRSC.com — both secured on behalf of the City with built websites, email infrastructure, and social media accounts ready to activate on award day.
References	Three professional references provided in Appendix C per RFP requirements. Additional community support letters and endorsements at www.CMTPC.com.
Other Businesses	Samm Media LLC Home Equity Access Loan (H.E.A.L.) — Newport Beach, CA.

4.2–4.6 Management Experience, Samm Media Relevance, and ATTG Structure

Teague McGrath's qualifications extend beyond sport. As CMO/CCO at American Advisors Group (2009–2017), he managed national marketing generating 15,000+ qualified leads per month, oversaw multimillion-dollar budgets, and directed celebrity partnerships including Tom Selleck, Fred Thompson, and Kelsey Grammer. Through Samm Media, he created The Shak original children's TV series and has led 50+ national TV campaigns over 8 years. These capabilities translate directly to CMTC: stronger relaunch planning, resident communication, sponsor outreach, merchandise strategy, and a more professional presentation of the Center to the community and the City. ATTG's blended structure allows the Center to benefit from site-specific operators while drawing on executive-board support in finance, legal-business operations, sponsorship, and international sports marketing — without funding every specialist function through day-to-day operating cash flow.

4. QUALIFICATIONS — COMPARABLE EXPERIENCE (T-11)

Organisation / Facility	Role and Direct Relevance to Costa Mesa Tennis Center
Costa Mesa Tennis Center	Eduardo Reyes (20+ yrs head coach & programme contributor); Youssef Timour (15+ yrs coach); Douglas Carter (2+ yrs office manager); Hank and Maureen Lloyd (~20 yrs primary operators). Combined 60+ years of direct CMTC experience — no other bidder comes close to this level of institutional knowledge.
Coogee Tennis Club, Sydney	Teague McGrath — instructor and manager for 5 years. Balanced court scheduling, lesson programming, league coordination, pro-shop operations, and business development in a public-facing tennis facility directly comparable in structure and scale to CMTC.
Rose Bay Tennis Courts, Sydney	Teague McGrath — instructor and youth-camp director serving 300+ children annually. Large-scale junior instruction, camp scheduling, parent communications, and public service delivery. Direct parallel to CMTC's youth programming needs.
Club Med / International Resorts	Teague McGrath — Head Coach and travelling instructor. High-volume recreation programming, multi-nationality instruction, event coordination, and customer-facing operations across multiple international settings.
American Advisors Group (AAG)	Teague McGrath as CMO/CCO (2009–2017): managed national marketing generating 15,000+ qualified leads per month; oversaw multimillion-dollar budgets; directed celebrity partnerships (Tom Selleck, Fred Thompson); built teams of 50+ across creative, media, digital, and community outreach. Directly applicable to CMTPC community outreach, branding, and social media strategy.
Samm Media LLC (2017–present)	Teague McGrath as CEO: \$1M+ annual revenue across 8 years; 50+ national TV campaigns featuring celebrity spokespersons; created and produced The Shak original children's TV series; Kelsey Grammer Coverance Insurance campaign. Demonstrates sustained creative, operational, and financial discipline at a level comparable to running a multi-revenue-stream public facility.
Tustin Pickleball Center	Danny Vu — 5 years head pickleball coach; PCI Certified; Engage Pickleball Ambassador. DUPR 4.814. Teaches hundreds of adults and children weekly; volunteers every Saturday coaching free beginner sessions. Direct comparable to CMTPC pickleball integration needs.

4.5 Marketing, Sponsorship, and Public Relaunch Capability

ATTG's qualifications include serious public-launch and sponsorship capability that most tennis-center proposals cannot match. Samm Media's background in national campaign development, production management, digital communications, and sponsor-facing execution gives the proposal a practical capability to relaunch the Center professionally, build a recognizable new identity, coordinate with local media, develop branded merchandise, and create partnerships that improve the player experience without compromising the public mission of the site. For Costa Mesa, that means the operator has the internal ability to build awareness — not merely hope that word of mouth eventually returns.

CMTPC logo and identity options:

www.CMTPC.com

www.CMRSC.com

[Branding table & logo options](#)

5. FINANCIAL CAPACITY

ATTG understands that the City's concern regarding financial capacity is not theoretical. The selected operator must be able to fund startup activity, meet payroll and vendor obligations, absorb normal early-period volatility, reinvest in the facility, and provide timely reporting without placing that burden back on the City. ATTG's financial-capacity case is built on both business history and operating structure: the track record of Samm Media, the proposed security deposit and reinvestment schedule, the separation of Center accounting from other activity, and the availability of additional private capital, sponsorship, and grant pathways subject to City approval.

\$2.87M+ Cumulative Revenue	\$800K+ Cumulative Profit	8 Years Continuous Operation	\$877K Peak Year (2024)
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Samm Media LLC — Annual P&L Summary (T-12)

Year	Revenue	Net Profit	Trend	Status
2022	\$377,077	Profitable	Base year	Verified
2023	—	\$100,827 net profit	Stable	Profitable
2024	\$877,591	Peak year ▲	+133% vs 2022	Peak Year ▲
2025	\$614,407	Strong	2nd highest year	Profitable
CUMULATIVE	\$2,870,000+	\$800,000+	8 Years Straight	Profitable Every Year

ATTG also proposes a three-month, non-refundable security deposit of \$15,000 to be held in escrow for City appropriation if ATTG were to default under the lease. Beyond the deposit, ATTG's financial model is designed around controlled rollout rather than speculative growth. ATTG's cost proposal commits 100% of net profit in months 1–6, 50% in months 7–12, and 25% in months 13–18 back into the facility — structuring the proposal to restore confidence and physical conditions before taking value out of the operation.

ATTG has intentionally avoided building its financial-capacity argument around best-case assumptions. The base proposal does not require speculative capital projects, aggressive first-month utilization, or uncertain grant awards in order to function. It assumes a real transition period, some early volatility, and the need to rebuild participation before the operation reaches full momentum. That conservative posture reduces execution risk for the City.

"USTA Southern California commits to partnering with Aussie Teague's Tennis by providing significant financial and programmatic leverage to ensure the long-term success of the facility. This partnership creates more value for the public agency and expands access for local residents, youth, and families."

— Trevor Kronemann | Executive Director, USTA Southern California

5. FINANCIAL CAPACITY — KPIS AND COMMITMENTS

Year-1 KPIS — Measurable Commitments to the City (T-13)

KPI	ATTG Target & Commitment — Fully Measurable and Independently Verifiable
Court Utilisation	70%+ average utilisation during peak hours (8 AM–9 PM weekdays) by Month 6, tracked monthly and reported to City in the mandatory gross-receipts report.
Programme Cancellation Rate	0% — no scheduled clinic or lesson cancelled for low registration, from Day 1, for the full lease term. No exceptions. This is ATTG's most important single operating commitment.
Player Registration Recovery	50% of theoretical capacity by Month 3; 70%+ by Month 6, based on ATTG's observed demand baseline from 80+ court-utilisation observations conducted during due diligence.
Complaint Response Time	All logged complaints acknowledged within 24 hours; resolved or escalated to City within 72 hours; compiled and reported monthly in the City's operational summary.
Monthly Financial Reporting	Gross-receipts report and City payment submitted by the 15th of each following month, without exception, for the full lease term. Annual P&L within 60 days of each Agreement year close.
Social Media Growth	CMTPC Instagram: 500+ followers within 90 days of launch; 1,000+ by Month 6. Minimum 4 posts per week across platforms. Follower count reported quarterly to City.
Resident Programme Access	Min. 48 hours of free public court time per quarter for CM residents; min. 4 free annual clinics; school scholarship awards active by Month 3. All reported in monthly City summary.
City Dashboard Access	City staff to have full, continuous, uninterrupted login access to the CRM/reservation platform from the first week of operation — the City sees every transaction, booking, and utilisation statistic at any time.

Complete Financial Commitments to the City (T-14)

Financial Commitment	ATTG Detail
Security Deposit	\$15,000 — Non-refundable, three-month deposit held in escrow for City appropriation if ATTG breaches the lease for any reason. Paid at commencement of the agreement.
Separate Accounting	Completely independent accounting for Centre operations, maintained separately from all Samm Media and other ATTG business activities. Separate bank account, separate ledger, fully auditable.
Phase 1 City Payment	Greater of \$5,000/mo or 10% gross — Months 1–6. City always receives the higher figure. Paid on or before the 15th of the following month; 1% late penalty per RFP terms.
Phase 2+ City Payment	Greater of \$10,000/mo or 15% gross — Months 7 onward. Annual CPI escalator applies beginning Month 13. City always receives the higher figure.
Reinvestment — Months 1–6	100% of net profit reinvested directly into the Centre — facility improvements, equipment, programming, and community services.
Reinvestment — Months 7–12	50% of net profit reinvested into the Centre. Plus 2.5% of the City's 15% revenue share ring-fenced for ongoing facility improvement.
Reinvestment — Months 13–18	25% of net profit reinvested into the Centre. Continued capital planning tied to demonstrated performance and City approval.
Monthly & Annual Reporting	Monthly gross-receipts report and revenue/expense statement by the 15th of the following month. Annual P&L and balance sheet within 60 days of each Agreement year close.
Projected 18-Month City Revenue	~\$198,357 based on ATTG's Costa Mesa-specific financial modelling. Full month-by-month models at www.CMTPC.com .
USTA Capital Support	Up to \$2,485,000 in USTA/SCTA grant and programme value over 5 years — reducing City capital burden for facility improvements throughout the lease term.

6. KEY PERSONNEL

On-Site Guarantee

Eduardo Reyes or Teague McGrath will be present during every operating hour, 362 days per year — no exceptions, no delegation of this commitment. This is a contractual commitment, not an aspiration.

Name / Title	Role	Contact	Background & CMTC Relevance
Teague McGrath Operations Manager & Community Services Director	Management Lead & City Liaison	646-637-7513 TMcGrath@ AussieTeaguesTennis.com	40+ yrs competitive tennis. 5 yrs Coogee Tennis Club Manager (Sydney). Youth-camp director, Rose Bay Tennis (300+ children). CMO/CCO at AAG (15,000+ leads/month; Tom Selleck campaign). Creator The Shak TV series. CEO Samm Media 2017–present (\$2.87M+ revenue). City liaison, financial reporting lead.
Eduardo Reyes Head Coach & Programme Director	On-Court Lead	714-267-0083 laylo85@icloud.com	20+ years continuous presence at CMTC — the longest-tenured active coach in the Centre's history. USTA Certified for 15 years. Cal Poly Pomona. NJTL LA84 Foundation (from age 16). First Serve Santa Ana. Irreplaceable for Day-1 continuity and community confidence.
Hank Lloyd Part-Time Transition Coach & Advisor	Continuity & Transition	714-608-9518 hlctm@sbcglobal.net	~20 years as CMTC primary operator. His return will immediately draw former players back to the Centre. Transition support, facility rhythm, operating standards, and institutional knowledge transfer.
Maureen Lloyd Part-Time — Office & Pro Shop	Office & Pro Shop Continuity	714-608-9518 hlctm@sbcglobal.net	25+ years as CMTC Office Manager. Expert racket stringer and pro-shop professional. Programme administration, financial recording, and customer service standards. The most-requested returning face in community consultation.
Danny Vu Head Pickleball Coach	Pickleball Lead	949-891-2213 ocpremierpickleball@gmail.com	PCI Certified; Engage Pickleball Ambassador; UC Irvine and Chaminade University collegiate tennis player; DUPR 4.814. 5 years coaching at Tustin Pickleball Center. Free Saturday volunteer sessions weekly — reflects ATTG's community-service values.
Youssef Timour Continuity Tennis Coach	Continuity Coach	949-698-2494 ytennis6@hotmail.com	15+ years coaching at CMTC, academies, and resorts. English, French, and Spanish. Junior development, adult clinics, and competitive player coaching. Established relationships with existing CMTC players and leagues.
Douglas Carter Office Continuity & Admin	Admin & Scheduling	636-252-9900 Douglas.carter5@me.com	2+ years as CMTC office manager — scheduling, reservations, customer service, and front-desk operations. Institutional knowledge of the booking system, regular player accounts, and administrative workflow. Zero disruption on Day 1.

6. KEY PERSONNEL — EXECUTIVE BOARD (T-16)

ATTG's executive board adds finance, technology, legal-business operations, and sports-marketing depth uncommon for a public racket-sports proposal. Its support will be used to improve reporting, partnership development, sponsor outreach, and long-range planning. These individuals are not advisory in name only — they are engaged, available, and directly relevant to the specific challenges of the Costa Mesa lease.

Board Member	Background	Contribution to CMTPC
Cathy Robertson	USTA Director and Experienced Tennis Centre Operator	Grant facilitation, exclusive USTA partnership pathway, and direct tournament and programme credibility. The single most important board member for unlocking the USTA capital value described in T-6.
Chris Mullins	CFO/COO — financial services, technology, and healthcare sectors (AAG, Covance Insurance)	Financial controls, City dashboard discipline, reporting systems, and operating review. Provides CFO-level financial governance that most public tennis operators cannot access.
Peter Smith	International sports marketing and business development	Sponsorship outreach, event activation thinking, and broader industry and media relationships. Directly supports CMTPC's commercial development and regional positioning.
Eric Stephens	Local Tennis Centre Operator	On-the-ground operational insight, local market knowledge, and practical facility management experience at a comparable Southern California public centre.
Nigel Stobart	Legal, business operations, private equity in recreation; Bain & Company; Stock Building Supply (\$800M revenue)	Agreement review, operating-structure advice, financial governance, and disciplined business planning. Provides legal and PE-level scrutiny of every major operating decision.

Branding, Identity, and Facility Relaunch

ATTG proposes to relaunch the Centre under a refreshed public identity that reflects both sports, energises the community, and positions the facility as a destination — under City-approved naming, not ATTG branding. ATTG has already secured both primary domain options on the City's behalf, together with supporting web, email, and social-media groundwork.

Option	Identity & Domain	Rationale
Option 1 — CMTPC	Costa Mesa Tennis & Pickleball Center · www.CMTPC.com · Live with website, email, and social media ready	Reflects both sports directly. Strong, memorable acronym. Clear, modern identity. www.CMTPC.com ↗
Option 2 — CMRSC	Costa Mesa Racket Sports Center · www.CMRSC.com · Live with website, email, and social media ready	Future-proofs the Centre's name against further sport additions. Broader long-term identity. www.CMRSC.com ↗
Legacy Options (City only)	Hank Lloyd Racket Sports Center · Bob Wilson Racket Sports Center	For future City consideration only — never proposed or implemented without explicit City direction.

Logo design options and identity materials:

[View logo options ↗](#)

[View signage concepts ↗](#)

7. CONCLUSION

ATTG's proposal is built on a simple premise: Costa Mesa Tennis Center should be operated as a community asset first and a business second, but with enough professional discipline to do both well. ATTG's due diligence, community relationships, personnel depth, financial structure, technology advantage, and relaunch strategy are all aligned around that principle.

The proposal offers the City a rare combination of direct site knowledge, trusted continuity, modern systems, disciplined reinvestment, and a practical vision for growth. It is built to restore confidence immediately, improve service and public access, support working families and young players, strengthen the Center's public identity, and create a stronger financial and operational foundation for years to come.

ATTG is not simply proposing to manage the Center. It is proposing to restore it, modernize it, and reconnect it to the community that cares so deeply about it. For those reasons, ATTG respectfully believes it offers the strongest overall fit for the Costa Mesa Tennis Center, its users, and the City.

ATTG respectfully submits that the City is evaluating more than an operating plan. It is evaluating operator fit, implementation risk, and long-term public value. The proposal is built around a single-facility focus; leadership prepared to be present on site every day; personnel who already understand the rhythms, expectations, and history of CMTC; and a reporting and reinvestment structure designed to strengthen the facility rather than manage it from a distance. For those reasons, ATTG believes its proposal provides the City with the strongest overall balance of community credibility, operational readiness, business discipline, and long-term upside.

Scope-Alignment Snapshot (T-17)

City Priority (RFP Evaluation Criteria)	ATTG Response
Experienced single-provider operator	ATTG is structured as a single accountable operator, supported by named personnel and specialized vendors only where necessary. 60+ years combined CMTC experience.
Strong key personnel (30% weight)	The proposal is anchored by Teague McGrath, Eduardo Reyes, Hank Lloyd, Maureen Lloyd, Youssef Timour, Douglas Carter, and Danny Vu — all with direct CMTC experience or verified operating track records.
Community engagement and resident access	Resident-priority access, scholarships, free clinics, community outreach, and working-family programming. ATTG attended 80+ hours of on-site community engagement and dozens of player and family conversations.
Transparent reporting and fiscal responsibility	Separate accounting, monthly and annual reporting, City-visible metrics, and a phased reinvestment plan embedded in the proposal. Third-party accountant Pacific Tax Advisors.
Quality programming for all ages and abilities	Balanced tennis and pickleball programming, school coordination, leagues, socials, camps, lessons, and community events. Zero-cancellation policy from Day 1.
Thoughtful pickleball integration	ATTG supports pickleball growth while preserving the Center's tennis identity and public-access balance. Danny Vu (PCI Certified, DUPR 4.814) dedicated from Day 1.
Cost Proposal (20% weight)	Greater of \$5K/mo or 10% gross (Phase 1); greater of \$10K/mo or 15% gross (Phase 2+). \$198,357 projected 18-month City revenue. \$15,000 non-refundable deposit Day 1. USTA up to \$2.485M.

8. SAMPLE OPERATOR SERVICES AGREEMENT — ATTG RESPONSE (T-18)

ATTG accepts the vast majority of the Sample Operator Services Agreement as written and makes only two targeted requests for modification. These positions are presented transparently to facilitate efficient agreement negotiation.

Section	ATTG Position and Rationale
Section 4.2 — Termination Notice	As currently drafted, the agreement allows the City to cancel with no notice and no cure period. ATTG requests written notice of any default or termination and a 30-day cure period for curable defaults. This is a standard commercial lease protection that does not limit the City's rights — it simply ensures ATTG has an opportunity to address any identified issue before termination. ATTG is not requesting any limitation on the City's ability to terminate for cause, material breach, or abandonment.
Contract Term	ATTG requests a 7-year initial term with three (3) one-year renewal options, compared to the 5-year initial term in the sample. ATTG's phased reinvestment schedule extends 18 months and its capital improvement pipeline (particularly the USTA court expansion pathway) benefits from the additional term security. ATTG understands the City retains full termination rights under the agreement's existing provisions and is not seeking to limit those rights.
All Other Terms	ATTG agrees to and accepts all other terms, conditions, indemnification provisions, insurance requirements, reporting obligations, and compliance requirements as stated in the Sample Agreement and throughout the RFP. ATTG will submit all required Appendix C forms, the separate Cost Proposal file, three professional references, and all supporting exhibits as directed by the RFP.

COST PROPOSAL APPENDIX C — SUBMITTED AS SEPARATE FILE PER RFP SECTION II.2

ATTG's Cost Proposal is submitted as a separate document in compliance with RFP Section II.2. It contains: (1) ATTG's selected lease payment option and 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.

ATTG selects **Option 3 — Combination Flat Rate + Percentage of Gross Revenue**: the greater of a monthly floor payment or a percentage of gross monthly revenue, whichever produces the higher payment to the City. Phase 1: greater of \$5,000/mo or 10% gross. Phase 2+: greater of \$10,000/mo or 15% gross. Security deposit: \$15,000 non-refundable held in escrow from Day 1. Projected 18-month City revenue: approximately \$198,357.

Appendix A — CMTPC.com resources:

[Full financial model ↗](#)
[Personnel résumés ↗](#)
[Community support letters ↗](#)
[Facility & café images ↗](#)
[USTA endorsement letter ↗](#)

WHY ATTG — THE STRONGEST OVERALL VALUE TO THE CITY OF COSTA MESA

60+

Combined years of direct CMTC operating and coaching experience. No other bidder comes close.

\$2.485M

Exclusive USTA grant pathway over 5 years. No other bidder has access to this partnership.

\$198,357

Projected 18-month City revenue, plus \$15,000 security deposit held in escrow from Day 1.

0%

Programme cancellation rate — every scheduled clinic runs from Day 1, regardless of registration numbers.

100%

Net profit reinvested in first 6 months. Operator puts facility first — not profit extraction.

80+

Time-stamped court-utilisation observations conducted during 2.5 months of on-site due diligence.

ATTG is not simply proposing to manage the Center. It is proposing to restore it, modernize it, and reconnect it to the community that cares so deeply about it. The Costa Mesa Tennis Center holds decades of family memories, friendships, and personal achievements for thousands of residents. ATTG understands the weight of that history — and is prepared to honour it through daily presence, daily accountability, and daily service.

For all the reasons set out in this proposal — the personnel, the experience, the financial structure, the technology platform, the USTA partnership, the community programming, and the reinvestment commitment — ATTG respectfully believes it offers the most responsive, credible, and community-aligned proposal before the City. We would welcome the opportunity to discuss further. We'd also like to listen. We want our relationship with City Council members to be a true partnership in the hope we form a collective vision for the future of the Costa Mesa Tennis Center.

Submitted by	Teague McGrath, CEO & Operations Manager Aussie Teague's Tennis Group
Contact	646-637-7513 TMcGrath@AussieTeaguesTennis.com www.AussieTeaguesTennis.com
Entity	Aussie Teague's Tennis Group EID #20260108087/000 DBA of Samm Media LLC
Address	2431 Holiday Rd., Newport Beach, CA 92660
Domains	www.CMTPC.com · www.CMRSC.com · www.AussieTeaguesTennis.com
Submission Date	April 21, 2026 Proposal valid for 180 days from submission date

COMMITTED · CARING · COLLABORATIVE · COMMUNITY

TMcGrath@AussieTeaguesTennis.com | 646-637-7513 | www.CMTPC.com
 Aussie Teague's Tennis Group | Entity #20260108087/000 | 2431 Holiday Rd.,
 Newport Beach CA 92660

**APPENDIX C
FORMS**

**Vendor Application Form
Ex Parte Communications Certification
Disclosure of Government Positions
Disqualification Questionnaire
Company Profile & References
Bidder/Applicant/Contractor Campaign Contribution
Cost Proposal

Personnel and ATTG References**



1. Vendor Application Form



**VENDOR APPLICATION FORM
FOR
RFP No. 26-17 Tennis Center Operator Services**

TYPE OF APPLICANT: ☒ NEW ☐ CURRENT VENDOR

Legal Contractual Name of Corporation: Aussie Teague's Tennis

Contact Person for Agreement: Michael Teague McGrath

Title: CEO – Operations Manager E-Mail Address: TMcGrath@AussieTeaguesTennis.com

Business Telephone: 646 637 7513 Business Fax: _____

Corporate Mailing Address: 2431 Holiday Rd

City, State and Zip Code: Newport Beach, CA, 92660

Contact Person for Proposals: Teague McGrath

Title: CEO & Operations Manager E-Mail Address: TMcGrath@AussieTeaguesTennis.com

Business Telephone: 646 637 7513 Business Fax: _____

Is your business: (check one)

☐ NON PROFIT CORPORATION ☒ FOR PROFIT CORPORATION

Is your business: (check one)

☐ CORPORATION ☒ LIMITED LIABILITY PARTNERSHIP
☐ INDIVIDUAL ☐ SOLE PROPRIETORSHIP
☐ PARTNERSHIP ☐ UNINCORPORATED ASSOCIATION

2. Company Profile

T-9 ORGANISATION PROFILE — SAMM MEDIA LLC / ATTG

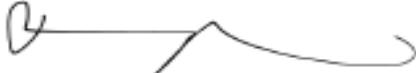
FIELD	Detail
LEGAL ENTITY	Aussie Teague's Tennis Group (ATTG) — Entity ID #20260108087/000 — DBA of Samm Media LLC. Purpose-built operator assembled specifically for the Costa Mesa Tennis Centre, combining local CMTCC experience with executive management, marketing, and technology capability.
REGISTERED BUSINESS	Samm Media LLC, incorporated California, September 2017 — 8 continuous years of operation. Newport Beach, CA.
PRINCIPAL OFFICE	2431 Holiday Road, Newport Beach, CA 92660
OFFICER	Teague McGrath, CEO / Operations Manager 646-637-7513 TMcGrath@AussieTeaguesTennis.com
FINANCIAL STANDING	Samm Media LLC: \$1M+ annual revenue in each of the last 3 fiscal years. 3-year profit: 2023 \$100,827 2024 \$877,591 2025 \$614,407 Total \$1,537,476. Full financial statements available on request.
INSURANCE	All required Certificates of Insurance — CGL (\$1M+), Auto (\$1M+), Workers' Comp (CA required), E&O (\$1M+) — provided within 10 days of contract award. City of Costa Mesa named as Additional Insured with 30-day cancellation notice.
DOMAINS SECURED	www.CMTCC.com and www.CMRSC.com — both secured on behalf of the City with built websites, email infrastructure, and social media accounts ready to activate on award day.
REFERENCES	Three professional references provided in Appendix C per RFP requirements. Additional community support letters and endorsements at www.CMTCC.com.
OTHER BUSINESSES	Samm Media LLC; Home Equity Access Loan (H.E.A.L.) — Newport Beach, CA.

3. Ex Perte Communications

EX PARTE COMMUNICATIONS CERTIFICATION

Please indicate by signing below one of the following two statements. **Only sign one statement.**

I certify that Proposer and Proposer's representatives have not had any communication with a City Councilmember concerning informal **RFP No. 26-17 Tennis Center Operator Services** at any time after **March 18, 2026**.



Date: 3/8/2026

Signature

Michael Teague McGrath

Print

OR

I certify that Proposer or Proposer's representatives have communicated after **March 18, 2026** with a City Councilmember concerning informal **RFP No. 26-17 Tennis Center Operator Services**. A copy of all such communications is attached to this form for public distribution.

Signature

Date: _____

Print

4. Disqualifications Questionnaire

DISQUALIFICATION QUESTIONNAIRE

The Contractor shall complete the following questionnaire:

Has the Contractor, any officer of the Contractor, or any employee of the Contractor who has proprietary interest in the Contractor, ever been disqualified, removed, or otherwise prevented from bidding on, or completing a federal, state, or local government project because of a violation of law or safety regulation?

Yes _____ No X

If the answer is yes, explain the circumstances in the following space.

DISCLOSURE OF GOVERNMENT POSITIONS

Each Proposer shall disclose below whether any owner or employee of Contractor currently hold positions as elected or appointed officials, directors, officers, or employees of a governmental entity or held such positions in the past twelve months. List below or state "None."

DISCLOSURE FORM

[illegible]

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Teague McGrath

4/21/2026

Date _____

6. References

TEAGUE MCGRATH

TENNIS COACH

CONTACT

646 637-7513

2431 Holiday Rd,
Newport Beach,
CA, 92660

Teague@SammMedia.com

AussieTeaguesTennis.com

SammMedia.com

[linkedin.com/in/teague-mcgrath-0b3a8720](https://www.linkedin.com/in/teague-mcgrath-0b3a8720)

EDUCATION

Emerson College

Bachelor of Arts (B.A.), Media &
Communications (1990-1991)

University of New South Wales (UNSW)

Bachelor of Arts (B.A.), Majors in
Philosophy and Sociology
(1991 - 1994)

New York Institute of Finance

Fixed Income & Derivatives, Finance,
General (2007 - 2008)

Licenses & Certifications

- Microsoft Excel Accredited -
New York Institute of
Finance.
- CPR Certified
- Bronze Medallion Life Saver
- USTA Certified Tennis
Professional

PROFILE

Tennis Instructor with experience delivering safe, engaging, and age-appropriate tennis instruction for children and adults. Skilled in USTA Net Generation (Red-Orange-Green) methodology, play-based learning, and positive coaching principles. Passionate about helping young players build confidence, coordination, and a lifelong love of tennis in a safe and supportive environment. Committed to promoting physical literacy, sportsmanship, and long-term enjoyment of the game in a community recreation setting.

WORK EXPERIENCE

Tennis Instructor

**Rose Bay Tennis Courts
Sydney, Australia**

Sept, 1987 - Jan, 1993

- Thousands of hours of on court teaching all age and skill levels including privates, groups, clinics and holiday camps.
- Coordinated tennis camps for over 300 children of all skill levels and ages.

Tennis Instructor & Manager

Coogee Tennis Club

Sydney, Australia

Nov, 1992 – Feb, 1995

- Managed tennis club facility, coach and court scheduling, marketing and business development.
- Worked with local professional players as hitting partner.

Head Tennis Coach

Club Med – New Caledonia

New Caledonia

June, 1995 – Sept, 1997

- Coordinated all tennis activities for guests including camps, lessons and competitions.

1997-1999 - THEN TRAVELED THROUGH EUROPE COACHING PRIVATELY AND AT VARIOUS TENNIS CENTERS AND RESORTS

- Created and executive produced *The Shak*, a high-rating, multi-season children's edutainment franchise with merchandise and promotional tie-ins.
- Produced **30+ national television programs**, collaborating with creative, marketing, and commercial teams to integrate brand sponsorships and retail activations.
- Directed multi-location productions, managed large budgets, and ensured delivery aligned with network and partner expectations.

CEO | Home Equity Access Loan (H.E.A.L) – Newport Beach, CA

2022 – Present

- Founded and scaled a marketing platform producing **5,000+ monthly qualified leads** for financial services partners.

EDUCATION

- **University of New South Wales** – B.A., Philosophy & Sociology
- **Emerson College** – B.A., Psychology
- **New York Institute of Finance** – Fixed Income & Derivatives

SELECTED ACHIEVEMENTS

- Developed and launched campaigns for multi-region rollouts, coordinating stakeholders in the U.S., EMEA, and APAC.
- Directed content that integrated seamlessly into retail, e-commerce, and social environments.
- Established global creative and operational workflows that improved efficiency and campaign speed-to-market.
- Managed celebrity and brand collaborations that boosted campaign reach and engagement.

PROFESSIONAL SUMMARY

Dynamic global marketing leader with 20+ years of experience developing, launching, and optimizing multi-platform campaigns for entertainment, consumer products, and financial services brands. Proven track record in **strategic planning, franchise positioning, partner marketing, and cross-functional leadership** for high-profile properties. Adept at blending **creative storytelling with data-driven insights** to deliver programs that resonate with global audiences and achieve measurable business goals. Skilled at leading large teams, managing multimillion-dollar budgets, and aligning stakeholders across regions to ensure seamless global campaign rollouts.

RELEVANT EXPERIENCE

CEO & Executive Creative Director | Samm Media – Newport Beach, CA

2017 – Present

- Lead **global marketing strategy and creative execution** for campaigns spanning multiple markets and platforms.
- Directed **50+ national advertising campaigns**, including celebrity-led content, retail promotions, and digital-first activations.
- Partnered with top-tier brands to align creative storytelling with **business objectives and KPIs**, ensuring campaigns deliver measurable ROI.
- Built cross-functional teams including strategy, creative, production, and analytics to manage projects from concept through activation.

Chief Creative Officer & Chief Marketing Officer | American Advisors Group (AAG) – Orange, CA

2009 – 2017

- Oversaw marketing strategy, brand positioning, and campaign execution for national media programs generating **15,000+ leads/month**.
- Directed integrated campaigns across **TV, social (Facebook, Instagram, YouTube), digital ads, and experiential channels**.
- Negotiated and managed celebrity partnerships, creating multi-year marketing programs that enhanced brand equity and drove conversion.
- Developed annual and long-term marketing plans in collaboration with leadership, aligning creative execution with business goals.

Executive Producer | Nine Network Australia – Sydney, Australia

1995 – 2007

Eduardo Reyes

432 Enclave Circle Apt 105, Costa Mesa, CA 92626 714-267-0083 laloking85@yahoo.com

Experience

Costa Mesa Tennis Center 2010 - PRESENT

- Teaching Pro at CMTCC in everything from private, group classes, cardio, semi private, events, tournaments & league play.
- Managed the junior program. This includes city classes, competitive play, high performance, quick start (10under) and junior leagues
- Head coach for all adult classes. Including liveball, cardio doubles strategy.
- Ran & organized tournaments & league play for both adult and juniors
- Head Pro for all summer camps & activities
- Club manager. Helped Hank Lloyd manage the facility since 2003 in all aspects; office work, stringing, equipment expert, event organizer including court washing

Southern California Tennis Association 2015 - Present

- SCTA coach for the Orange County Competitive Training Center team. Top ranked juniors train and compete against other counties top juniors. Our OC team finished 1st or 2nd for 8 straight years. Several players are currently on the pro tour
- SCTA coach for training camps for top 10 & under juniors in Southern California
- SCTA coach for 12s & 14s players with highest point earners quarterly
- SCTA coach for high school camps

High School Coach 2006 - Present

- Head coach for both boys & girls at Estancia High School
- Head coach for both boys & girls at Santa Ana High school tennis teams for 10 years (2015-2025)
- Head coach for boys at La Serna High School
- Assistant coach at Mater Dei High School for 8 years
- Assistant coach at Tustin High School.

Non Profit Work 2001 - 2018

- 2001-2015 coach LA84 NJTL foundation. Introduced the sport and developed tennis skills primarily to low income kids.
- Member of First Serve Santa Ana foundation. A nonprofit that brought weekly free tennis and pickleball classes to all community kids & parents
- Volunteer for the USTA high school workshops

Certifications

USPTA Certified

Safe play Certified

CPR Certified

Skills

- Developed top rank juniors and competitive players including local community kids.
- Extensive experience with kids that have autism.
- Taught tennis to people from 3 till 85 years of age.
- Excellent customer service
- Comprehensive work with tournament management
- Tennis & pickleball event management

References

- Retired Vice Superintendent (SAUSD): Dr Bratcher 714-856-8355
- Director of Southern California Tennis Association: Trevor Kronemann 310-208-3339
- Former Costa Mesa Tennis Center Operator: Hank Lloyd 714-608-9518

YOUSSEF TIMOUR

TENNIS COACH

CONTACT

📞 949-698-2494
✉ ytennis6@hotmail.com
📍 Irvine, CA 92604

PROFESSIONAL SUMMARY

Accomplished tennis coach with 15+ years of experience at all levels. Specific expertise with highly competitive child, youth, and adult players, that advance to the next level. Strong leadership, relationship-building and customer service skills.

EXPERTISE

- Worked individually with players when struggling to enhance confidence and strengthen court skills
- Mentored youth on proper Tennis techniques and taught valuable life lessons and sportsmanship through the game.
- Improved the serving and training techniques of players in individual and group setting

SKILLS

- Recruitment
- Safety Awareness
- Gameplay insights
- Behavioral improvements
- Individual instructions
- Motivational leadership style

LANGUAGES

English

French

Spanish

WORK EXPERIENCE

Tennis Pro

2023 - Present

Costa Mesa, Tennis Center

- Coaching and training professional and junior tennis players
- Coaching individual group lessons and summer camps

Tennis Pro

2021 - 2022

Hope University, Fullerton, CA

- Increased player strength, agility, and game skills through successful practices.
- Prepared athletes for special competitions and tournaments.
- Coached established tennis players in advanced game techniques and competition.
- Promoted physical, mental, and social development by implementing recreational activities and practices.

Tennis Pro

2013 - 2022

Advantage Tennis Academy, Irvine, CA

- Coaching and training professional and junior tennis players
- Coaching individual group lessons and summer camps
- Traveling with players for tournaments

Head Tennis Pro

2004 - 2013

Club Resort, Morocco, Florida, Bahamas, Turks and Caicos, Mexico and Turkey

- Designing individual and group lessons for skill development
- Teaching individual and group lessons
- Organizing tennis mixers, tournaments, cardio tennis, and other tennis-related programs
- Promoting the tennis program to guests

Danny Vu
(949) 891-2213
Ocpremierpickleball@gmail.com

Professional Summary

PCI-certified pickleball coach and former collegiate tennis player with a long competitive tennis background and current private pickleball coaching experience. Coached more than 40 pickleball students through private instruction, currently managing about 15 weekly private pickleball lessons, with strengths in technique development, match strategy, footwork, and player confidence.

Core Qualifications

- PCI (Pickleball Coaching International) Certified coach.
- Pickleball player since 2021 with a DUPR rating of 4.814.
- Pickleball coach since early 2025.
- Coached more than 40 pickleball students in private sessions.
- Conduct approximately 15 weekly private pickleball lessons.
- Prior tennis coaching experience.
- Competitive tennis player from ages 10 to 22.
- Tennis tournament background including pro qualifiers.
- Former collegiate tennis player at Chaminade University in Honolulu and UC Irvine.

Coaching Experience

Private Pickleball Coach

2025-Present

- Provide private pickleball instruction for beginner and intermediate players.
- Coach approximately 15 weekly private pickleball lessons focused on fundamentals, shot selection, movement, and match strategy.
- Have coached more than 40 pickleball students in private sessions.
- Help pickleball players improve confidence, consistency, and on-court decision-making.
- Use PCI coaching principles to build organized, player-centered lessons.

Tennis Coach

Prior Experience

- Provided tennis instruction in private coaching settings.
- Taught stroke mechanics, footwork, point construction, and competitive habits.
- Helped players develop stronger technical fundamentals and match readiness.

Playing Experience

Competitive Tennis Player

Ages 10-23

- Competed in tennis tournaments throughout youth and early adulthood.
- Played in tennis pro qualifiers.
- Developed high-level match experience, training discipline, and competitive focus.

Collegiate Tennis Player

- Chaminade University, Honolulu, Hawaii.



To Whom It May Concern:

My name is Cathy Jacobson-Guzy, and I operated the Billie Jean King Tennis Center and El Dorado Park Tennis Center in the City of Long Beach for over 30 years through First Serve Tennis, Inc., serving as the concessionaire.

I have been inducted into the Pennsylvania Sports Hall of Fame and the University of Pittsburgh Tennis Hall of Fame. I currently serve as Manager of Special Projects for the Southern California Tennis Association (SCTA).

I have known Hank and Maureen Lloyd for more than 35 years and am very familiar with the outstanding reputation they built at the Costa Mesa Tennis Center. They are wonderful people who operated a highly successful facility and earned deep respect throughout the tennis community. We often discussed the unique challenges and opportunities of operating a public tennis facility, sharing ideas and best practices that have proven most effective for delivering excellent service to the community.

I am writing to offer my strongest recommendation and full support for Teague McGrath as the next operator of the Costa Mesa Tennis Center.

After meeting with Teague, I was genuinely impressed by his passion for the game, unwavering commitment, high energy, and sharp business perspective and insight. He brings a rare combination of qualities that will benefit the Costa Mesa Tennis Center, the surrounding community, and the sport of tennis as a whole. I am confident he would be an excellent fit for both the facility and the neighborhood it serves.

With decades of experience operating public tennis centers and my involvement in multiple RFP processes, including serving on selection committees, I have gained deep insight into what makes a successful operator. I am also familiar with many of the other candidates submitting proposals for this opportunity. In my professional opinion, Teague stands out as the strongest candidate by a significant margin. He possesses the vision, operational expertise, and dedication needed to deliver outstanding service. He will implement necessary improvements and will create a welcoming environment that will meet the public's needs and expectations.

One factor I cannot overstate is the value of local presence. Teague is local to the area and plans to be on-site regularly. Over the course of my 30+ years managing, I lived within three

miles of both my tennis centers and was present daily. This hands-on approach builds strong community relationships, enables quick problem-solving, and ensures consistent high-quality operations, something I believe are essential for long-term success.

I strongly support Teague McGrath for the position of operator at the Costa Mesa Tennis Center. Should you have any questions, require additional information, or wish to discuss ideas for building a thriving tennis community, please feel free to contact me. I would be more than happy to speak with you.

Thank you for your time and consideration.

Sincerely,
Cathy Jacobson-Guzy
Manager of Special Projects
Southern California Tennis Association
Phone: 562-896-0555
Email: cjacobson@scta.usta.com

Cathy Jacobson
Manager Special Projects
United States Tennis Association Southern California
310.209.5903 | cjacobson@scta.usta.com | ustasocal.com



April 13, 2026

To Whom It May Concern,

My name is Mario Cobo, and I serve as a Racquets Professional, RPSA District President Elite Pickleball, Padel and Tennis instructor at Mariner Sands Country Club for the last 18 years. I have been teaching tennis for over 34 years and about 13 in pickleball. I have extensive experience in instruction, player development, and racquet sports programming. I can be reached at 731-343-1552, mcobo@marinersands.com.

I am writing in strong support of the proposal submitted by Aussie Teague's Tennis Group, led by Teague McGrath and Eduardo Reyes, for the future operation of the Costa Mesa Tennis Center / Costa Mesa Tennis & Pickleball Center.

I have known Teague for many years, as he has been a member here at Mariner Sands Country Club. Over that time, I have had the pleasure of getting to know not only Teague, but also his family. We have spent a great deal of time on the court together, and I have consistently seen firsthand his passion for the game, his professionalism, and his ability to connect with people.

Beyond his professional qualifications, which are outstanding, I believe one of Teague's greatest strengths is his character. By hiring Teague and his team, you would not only be bringing in a highly capable and experienced group, but also top-notch individuals who genuinely care about building community, fostering relationships, and creating a positive environment. In my experience, that personal quality is essential for developing a successful and thriving tennis and pickleball program.

Based on my experience with Teague and my understanding of what it takes to operate a successful racquet sports facility, I strongly believe that his leadership would greatly benefit the players, families, and the broader community. I fully support his consideration for this opportunity.

Sincerely,

Mario Cobo. MBA, DCA, PTR, PPR Level II,
CRSE, RSPA Elite, Padel, MBA USA, IPTPA Level II
RSPA District 10 president Florida Division
Director of Racquet Sports
Phone: (772) 221-7350
mcobo@marinersands.com

LAKESWOOD TENNIS CENTER

City of Costa Mesa Parks and Community Services Department
77 Fair Drive
Costa Mesa, CA 92626

Re: Letter of Support for Teague McGrath / Eduardo Reyes Proposal
To Whom It May Concern,

My name is Eric Stephens, and I have served as Owner/Concessionaire at Lakewood Tennis Center for the last 25 years. My credentials include Owner/Operator of the Seal Beach Tennis Center & the Whittier Narrows Tennis Center. I can be reached at 562-475-7981 or lakewood01@gmail.com.

I am writing in support of the proposal submitted by Aussie Teague's Tennis Group, led by Teague McGrath and Eduardo Reyes, for the future operation of the Costa Mesa Tennis Center / Costa Mesa Tennis & Pickleball Center. My relationship to Teague, Eduardo, and/or the Center is as follows: I have talked to Teague and feel he is the right choice as he wants to put the community of Costa Mesa first.

Based on my experience with him and my knowledge of the Center, I believe they bring the right combination of community commitment, programming experience, operational understanding, and professionalism to serve Costa Mesa well. I believe their leadership would benefit players, families, and the broader community, and I strongly support their consideration.

Sincerely,

Eric Stephens
Owner
Lakewood Tennis Inc.
4212 Clubhouse Dr. Lakewood, CA 90712
Office 562-496-3530
Cell 562-475-7981
lakewood01@gmail.com



4212 Clubhouse Dr.
Lakewood, CA 90712
USA
PHONE (562) 496-3530
E-MAIL lakewood01@gmail.com



April 8, 2026

To the Review Committee,
Costa Mesa Tennis Center Request for Proposal

Subject: Letter of Recommendation and Partnership Commitment in Support of Aussie Teague's Tennis for the Costa Mesa Tennis Center RFP

On behalf of the United States Tennis Association Southern California (USTA Southern California), I am writing to recommend Aussie Teague's Tennis and Teague McGrath for the contract to operate the Costa Mesa Tennis Center. Our non-profit organization is highly invested in the growth of racquet sports throughout the Southern California region, and after discussions regarding the RFP and a potential partnership, we are confident that Aussie Teague's Tennis offers the best vision for this community asset.

The plan put forth by Mr. McGrath's organization aligns perfectly with USTA Southern California's mission to transform the Costa Mesa Tennis Center with its current 10 tennis and 8 pickleball courts into a thriving, high-traffic, community centered racquet sports hub. This scale of facility presents a unique opportunity to serve multiple audiences, from youth development to broad public access and adaptive programming in the Costa Mesa community and beyond.

USTA Southern California commits to partnering with Aussie Teague's Tennis by providing significant financial and programmatic leverage to ensure the long-term success of the facility.

Our commitment includes:

- **Monetary and Facility Support:** Providing access to USTA Southern California Parks and Recreation grant funding, Community Tennis Program Grants, Player assistance grants for junior players, and Facility grant support for court expansion and program enhancements. We can also assist with ELC (Electronic Line Calling and Gamefication) Grants. Additionally, we offer technical consulting and guidance through USTA Tennis Venue Services (TVS) for court planning, resurfacing, lighting upgrades, and construction support.
- **Programmatic and Credibility Support:** Supplying program design expertise to activate courts year-round with robust beginner, youth, and community tennis offerings. This support includes USTA Coaching/Safeplay/Safesport education and equipment assistance. Our recognition and credibility as the regional governing body of tennis will strengthen the project's public value and visibility.

We believe the combined expertise and resources of Teague's Tennis and USTA Southern California will maximize usage, increase visibility, and strengthen the long-term sustainability of the Costa Mesa Tennis Center. This partnership creates more value for the public agency and expands access for local residents, youth, and families.

We are excited about the potential of Aussie Teague's Tennis to lead this facility and look forward to the continued success of the Costa Mesa Tennis Center under his guidance.

Sincerely,