

TABLE OF CONTENTS — EXHIBITS	
T-1	Due Diligence Research Summary
T-2	Day-1 Commitments — What ATTG Will Restore
T-3	30/60/90-Day Implementation Plan
T-4	Year-1 KPIs — Measurable Commitments to the City
T-5	USTA / SCTA Partnership and Investment Strategy
T-6	Technology — Platform Commitments
T-7	Risk Mitigation Matrix
T-8	Three Phases — Earn It, Document It, Reinvest It
C-1	Projected City Revenue by Phase (Chart)
C-2	Total 18-Month Value to Costa Mesa (Chart)
T-9	Organisation Profile
T-10	Comparable and Relevant Experience
T-11	Executive Board
T-12	Financial Commitments to the City
T-13	Key Personnel Matrix
T-14	Sample Agreement — ATTG Positions

T-1 DUE DILIGENCE RESEARCH SUMMARY		
ATTG conducted the most comprehensive pre-proposal due diligence on CMTC of any bidder — grounding every financial projection, programme commitment, and operational plan in directly observed, documented, CMTC-specific data.		
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 comparable facilities or theoretical models.
COURT-USE ANALYSIS	80+ time-stamped court-utilisation observations — recording court allocation, actual occupancy, public-access patterns, unused programmed courts, and dead time blocks across the full weekly schedule.	Identified specific demand peaks, underused periods, and allocation inefficiencies. Produced the utilisation baseline underpinning every financial projection.
PLAYER & COMMUNITY INPUT	Open forums, individual player conversations, website feedback, and direct outreach to league leaders, instructors,	Revealed consistent priorities: reservations, programme reliability, customer service, pro shop quality,

WORKSTREAM	What ATTG Did	Why It Matters to Costa Mesa
	coaches, former operators, school athletic directors, and nonprofit organisations.	visible leadership, and a return to the welcoming culture associated with Hank and Maureen Lloyd.
INSTITUTIONAL RESEARCH	Attended City Council and Parks & Recreation meetings; reviewed historical commentary, public outreach survey results, and prior operator records relating to the Centre's history and community standing.	Ensured ATTG understands the City's expectations, the Centre's operational history, and the specific documented failures that have eroded public confidence in recent years.
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, and prospective sponsors.	Validated pricing, confirmed partnership opportunities no competitor has secured, and identified technology and programme gaps that ATTG's plan is specifically designed to address.
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 demand scenarios.	Produces credible, defensible financial commitments — not aspirational numbers. ATTG's City revenue projections are achievable without requiring an immediate full recovery of player demand.

T-2 DAY-1 COMMITMENTS — WHAT ATTG WILL RESTORE AND IMPROVE	
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 restores player confidence. Documented 60–65% cancellation rate ends on Day 1.

COMMITMENT	Day-1 Standard — What the Community Will See Immediately
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 a retail closet into a genuine service destination.
A FACILITY THAT COMMUNICATES	Website, social media, SMS, display screens in the pro shop and courtside, and a PA system that makes every day feel organised, professional, and alive — not a mystery.
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 a passive mailbox but a staffed outreach function with measurable commitments.

T-3 IMPLEMENTATION PLAN — 30 / 60 / 90-DAY SCHEDULE			
TIMEFRAME	Primary Focus	Key Actions	Community / City 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 full dashboard login.	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	City has full real-time visibility from Week 4.

TIMEFRAME	Primary Focus	Key Actions	Community / City Outcome
		financial and utilisation report to City; confirm USTA grant applications.	
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 opportunities — all subject to City approval and performance review.	Facility evolving under City direction; no speculative capital assumed.

T-4 YEAR-1 KPIS — MEASURABLE COMMITMENTS TO THE CITY	
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.

KPI	ATTG Target & Commitment — Fully Measurable and Independently Verifiable
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	Minimum 48 hours of free public court time per quarter for Costa Mesa residents; minimum 4 free annual clinics; school scholarship awards active by Month 3. All reported in monthly operational 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 figure in real time.

T-5 EXCLUSIVE USTA / SCTA PARTNERSHIP AND INVESTMENT STRATEGY		
ATTG's exclusive USTA Southern California partnership is the most financially significant differentiator in this proposal. Full endorsement letter from Trevor Kronemann, Executive Director, USTA Southern California, available at www.CMTPC.com .		
USTA / SCTA INITIATIVE	Value & ATTG Proposed Use	Public Benefit to Costa Mesa
EXCLUSIVE USTA SOCIAL PARTNERSHIP LANE	Programming grants, venue services, event recognition, and coach education. Make CMTPC the lead public USTA growth site in this market — building year-round programming and sanctioning credibility.	Resident, youth, and family access to grant-backed programmes, coaching quality, and recognised public tennis and pickleball events.
8-COURT RESURFACING + COLOUR RESET	~\$114,500 ~\$102,000 resurfacing + ~\$12,500 immediate colour refresh. Resurface all 8 courts with a fresh visual identity.	Cleaner, safer, better-looking public courts and a visible relaunch signal for the entire community from Day 1.
ELECTRONIC LINE CALLING (ELC)	~\$140,000 ~\$28,000/year over 5 years. Deploy on featured and	Modern match experience, fewer disputes, shareable social-media-ready match content. Raises

USTA / SCTA INITIATIVE	Value & ATTG Proposed Use	Public Benefit to Costa Mesa
	tournament courts.	CMTPC profile across Southern California.
GAMIFICATION / IN-COURT VIDEO	~\$150,000 ~\$30,000/year over 5 years. In-court video and gamification on featured courts.	Creates compelling content for social media and improves the competitive experience for players and spectators at every CMTPC event.
COACH ENHANCEMENT & EDUCATION	~\$205,000 ~\$40,000/year coach enhancement + \$1,000/year coaching fee support for 4 coaches — over 5 years.	Better-trained coaches, stronger SafePlay and SafeSport culture, higher-quality instruction for all residents regardless of ability or economic background.
TENNIS VENUE SERVICES (TVS) PLANNING	~\$100,000+ Planning, consulting, and grant-ready capital roadmapping — fencing, resurfacing, lighting, and expansion guidance.	Disciplined City-approved capital planning for repair, replacement, and future expansion without requiring upfront City funding.
8 NEW TENNIS COURTS (YEAR 2 PATHWAY)	~\$1,760,000 At USTA TVS cost for 8 new courts. No direct City capital required if pathway is secured through ATTG's exclusive USTA lane.	Potentially transforms CMTPC into the premier public tennis complex in Orange County — at no capital cost to the City of Costa Mesa if the pathway is secured.
SCTA PROGRAMMING / COURT USE	~\$128,000 ~\$25,600/year over 5 years. Leagues, sanctioned matches, junior pathways, and tournament weekends.	More junior player pathways, sanctioned competitive play, and recurring community activity throughout the calendar year.
TOTAL VALUE PATHWAY (5 YEARS)	Up to ~\$2,485,000	Phased, grant-approved, disciplined deployment tied to operating performance and City approval. No other bidder has access to this pathway.

"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, United States Tennis Association Southern California

T-6 TECHNOLOGY — PLATFORM COMMITMENTS AND CITY / COMMUNITY BENEFITS

TECHNOLOGY COMPONENT	ATTG Commitment & City / Community Benefit
CRM / RESERVATION PLATFORM	PlayByPoint or CourtReserve (City-approved). Online booking, phone/walk-in access, waitlists, payment processing, programme registration, utilisation tracking. City has full, continuous, uninterrupted login access from Day 1 of operations.
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 delays, no surprises.
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 already live and built.
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 change.
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 programme promotions. TikTok: coaching tips, facility tours, ELC match clips. Community chat groups for leagues and junior programme families.
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 use and featured match viewing — creating a genuine sports-venue atmosphere at CMTPC.
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 current users consistently say is missing from the Centre experience.
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 for City reporting.

T-7 RISK MITIGATION MATRIX

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 (PlayByPoint + CourtReserve); manual phone/walk-in backup always active; City retains independent login access to all systems regardless of operator status.
PICKLEBALL / TENNIS SCHEDULING 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.

T-8 THREE PHASES: EARN IT, DOCUMENT IT, REINVEST IT

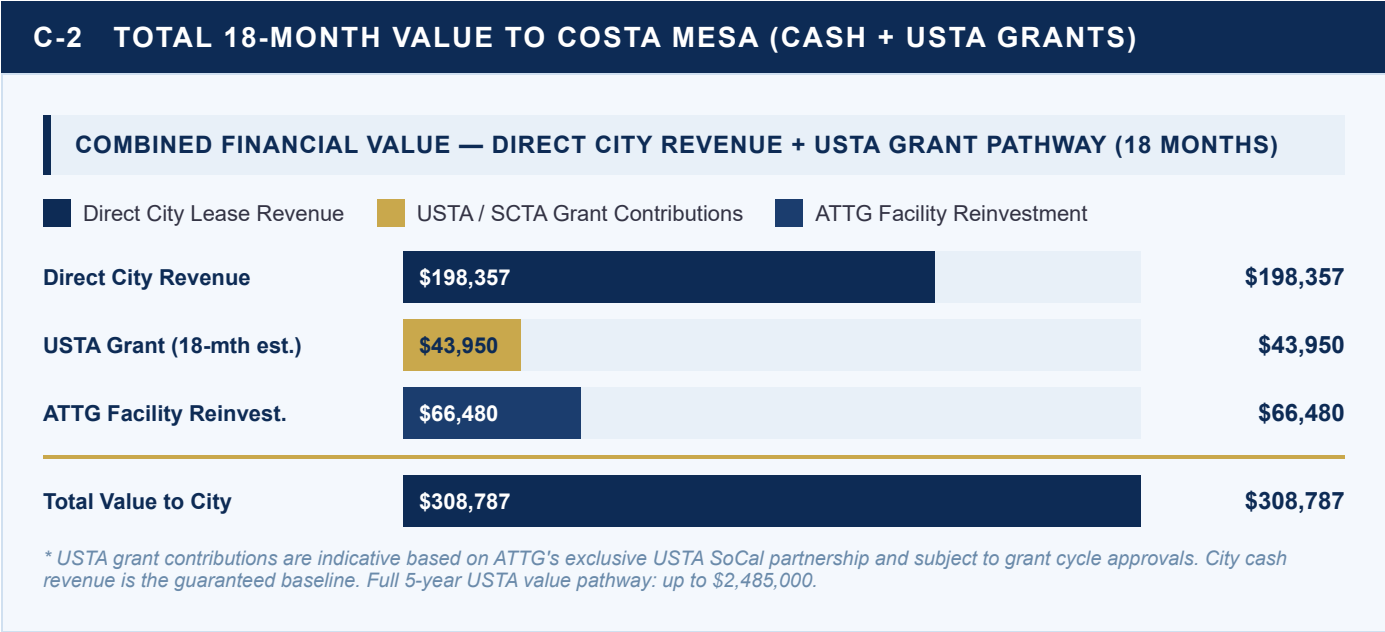
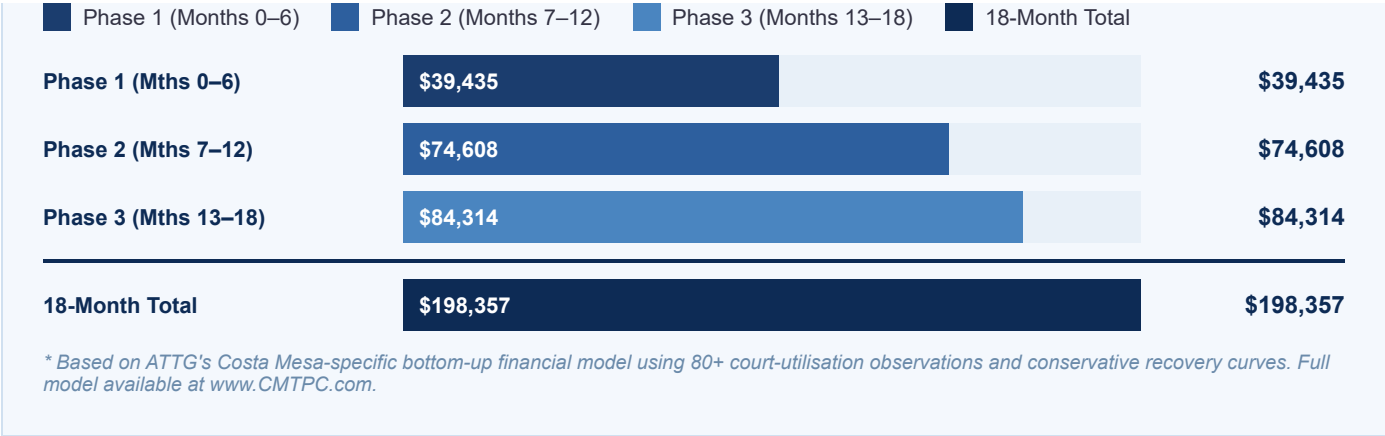
Rather than extracting value from the Center in the early stages of the lease, ATTG prioritizes visible reinvestment, service restoration,

and community confidence — then converts that trust into measurable revenue growth.

	PHASE 1 · STABILIZE Reset & relaunch. <i>Months 0 – 6</i>	PHASE 2 · GROW Program & retain. <i>Months 7 – 12</i>	PHASE 3 · SUSTAIN Destination identity. <i>Months 13 – 24 (Year 2)</i>
PRIMARY OBJECTIVES	- Reset, stabilize, restore trust - Relaunch public identity as CMTPC - Replace booking & reservation system - Refresh facility presentation	- Optimize scheduling & utilization - Grow leagues & tournament activity - Expand fitting, stringing, retail - Deepen USTA / sponsor / school ties	- Consolidate service standards - Pursue City-approved café & patio - Strengthen regional event calendar - Evaluate larger venue improvements
LEASE / REVENUE SHARE	10% / \$5,000 Greater of 10% of gross monthly revenue or \$5,000 / month minimum.	15% / \$10,000 Greater of 15% of gross monthly revenue or \$10,000 / month minimum.	15% / \$10,000 Continued Phase 2 economics; larger improvements only under City approval.
PROJECTED CITY REVENUE	\$39,435 Across Phase 1 (months 0–6).	\$74,608 Across Phase 2 (months 7–12).	\$84,314 Across months 13–18, continuing thereafter.
REINVESTMENT COMMITMENT	100% Of net profit reinvested into the Center. Plus \$15,000 ATTG capital contribution at commencement and \$12,501 further reinvestment by end of Phase 1.	50% Of net profit reinvested, months 7–12. Plus 2.5% of the 15% paid to City allocated to continued facility improvement.	25% Of net profit reinvested, months 13–18. Continued capital planning tied to performance and City approval.
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 equipment	- Custom racket & shoe fitting experience - Enhanced stringing operation - USTA / SCTA programming at scale - Digital, social & email communications - Sponsor & school activation	- Café concept with Skate Park service window - Outdoor tables, umbrellas, patio activation - Featured-court technology (ELC, gamification) - City-approved naming & branding refinements - Long-range repair / expansion studies

C-1 PROJECTED CITY REVENUE BY PHASE

CITY REVENUE — 18-MONTH PROJECTION (ATTG BOTTOM-UP CMTC-SPECIFIC MODEL)



T-9 ORGANISATION PROFILE — SAMM MEDIA LLC / ATTG	
FIELD	Detail
LEGAL ENTITY	Aussie Teague's Tennis Group (ATTG) — DBA of Samm Media LLC. Purpose-built operator assembled specifically for the Costa Mesa Tennis Centre, combining local CMTC 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 Teague@SammMedia.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.

FIELD	Detail
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.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.

T-10 COMPARABLE AND RELEVANT EXPERIENCE	
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 CMTC-specific experience: 60+ years . No other bidder can credibly claim a fraction of this on-site 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 club environment directly comparable to CMTC's scale and community character.
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.
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 demanding resort environments.
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) and integrated campaigns. Directly applicable to CMTPC community outreach, branding, and social media strategy.

ORGANISATION / FACILITY	Role and Direct Relevance to Costa Mesa Tennis Center
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; directed Coverance Insurance campaign (Kelsey Grammer). Sustained financial and operational discipline underpinning the ATTG proposal.
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. Brings established local pickleball community relationships directly to CMTPC on Day 1.

T-11 EXECUTIVE BOARD — SENIOR SUPPORT BEYOND DAY-TO-DAY OPERATIONS		
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 proposition.
CHRIS MULLINS	CFO/COO — financial services, technology, and healthcare sectors (AAG, Coverance 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.

T-12 COMPLETE FINANCIAL COMMITMENTS TO THE CITY

FINANCIAL COMMITMENT	ATTG Detail — All Terms Subject to Final Agreement Language
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 REPORTING	Monthly gross-receipts report and revenue/expense statement submitted simultaneously with each City payment — by the 15th of the following month, without exception, for the full lease term.
ANNUAL REPORTING	Annual P&L and balance sheet in City-acceptable format submitted within 60 days of each Agreement year close.
REAL-TIME CITY ACCESS	Complete, continuous City login access to the CRM/reservation platform — the City sees every transaction, every booking, every utilisation statistic at any time, without waiting for operator reporting.
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.
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 .

FINANCIAL COMMITMENT	ATTG Detail — All Terms Subject to Final Agreement Language
ATTG FACILITY REINVESTMENT	~\$66,480 Reinvested directly into facility improvements alongside the City's revenue over the 18-month model period.

T-13 KEY PERSONNEL MATRIX			
Complete resumes for all key personnel are provided in Appendix C as required by the RFP and posted at www.CMTPC.com . ATTG's on-site guarantee: Eduardo Reyes or Teague McGrath present during every operating hour, 362 days per year — no exceptions.			
Name / Title	Role	Contact	Background & CMTC Relevance
Teague McGrath	Operations Manager & Community Services Director at launch	646-637-7513 Teague@SammMedia.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). CEO Samm Media (2017–present, \$1M+ revenue). City liaison, financial reporting lead, Community Services Director at launch.
Eduardo Reyes	Head Coach & Programme Director	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). Knows every scheduling pattern, every coaching relationship, and every player expectation at CMTC. Irreplaceable for Day-1 continuity and community confidence.
Hank Lloyd	Part-Time Transition Coach & Advisor	714-608-9518 hltdcm@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. The single most trusted name in CMTC history — and he is coming back.
Maureen Lloyd	Part-Time Transition — Office & Pro Shop	714-608-9518 hltdcm@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 among current

Name / Title	Role	Contact	Background & CMTC Relevance
			and former CMTC players in ATTG's community consultation.
Danny Vu	Head Pickleball Coach	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 beginner sessions every week. Bilingual outreach capability.
Youssef Timour	Continuity Tennis 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 current CMTC lesson clients — zero disruption to existing lesson programmes during the transition.
Douglas Carter	Office Continuity & Admin Support	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 daily procedures. Ensures zero administrative disruption from the first day of operations.

T-14 SAMPLE OPERATOR SERVICES AGREEMENT — ATTG POSITIONS	
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 (preferably 60 days where operational transition is involved). This gives the operator a reasonable opportunity to correct identified issues OR to transition the facility responsibly if correction is not possible. A no-notice, no-cure termination clause in a 7-year facility lease creates instability for staff, regular players, leagues, school programmes, and the public who depend on programme continuity. A cure-and-transition period is standard in commercial leases and protects public service quality — which is in the City's long-term interest as much as the operator's. ATTG does not object to the City's fundamental right to terminate; only to termination without a reasonable opportunity to correct issues or transition responsibly.

SECTION	ATTG Position and Rationale
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. The USTA capital partnership pathway — including court resurfacing, grant applications, TVS planning, and the potential 8-court expansion — requires a longer operating horizon to justify the planning, investment, and approval processes involved. A 5-year term creates a structural misalignment between the City's interest in lasting facility improvement and the operator's ability to fund, plan, and execute it responsibly. A 7-year term corrects that misalignment while preserving the City's annual renewal rights and full oversight throughout.
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.