

CITY OF FORNEY

TENNIS LEAGUE AND INSTRUCTION SERVICES

Submitted by
Franco Gaitan LLC
Dbas Franco Tennis Academy
Principal Officer: Andres Franco

Proposal Reference Number: 2021-03

March 5, 2021

About 5 years ago, Andres Franco decided to quit his corporate job and decided to pursue his passion, tennis. He started a tennis program at a private court in the nearby City of Plano. The program was formed with the intention to help middle school and high school students make their tennis teams and become better persons. Within three months the program was completely full and the customers started to call Andres, "Coach Andy".

With that orientation towards helping families improve their quality of life through tennis, Franco Tennis Academy was born.

Since then, the company has grown to a full tennis program focused on family tennis in the DFW.

Below you will find materials that show how our passion for family tennis and providing an outstanding service is at the forefront of what we do. We believe we can build and grow a tennis program that Forney can be proud of.

Section A - Experience, Background and Qualifications (Page 3)

Speaks about our coaches credentials and introduces our team which is not only highly knowledgeable of tennis but has a dedication to serve the students and the community.

Section B - Payment Guarantee to the City (Page 7)

Proposes payment terms and logistics with the city of Forney as well as a proposed split revenue model between the city and Franco Gaitan LLC.

Section C - Business Plan (Page 8)

Shows ideas and initiatives that we generally take on and that help promote the program and the sport, when we start and into the future. Some of this ideas are already in place as we already coach tens of Forney tennis players.

Section D - Participation Development (Page 10)

Contain sample Forney tennis promotion and program material as a sample of the variety of potential offerings including classes, matchplay and tournaments.

Section E - References (Page 12)

References as per RFQ requirements

Experience, background and qualifications

As an organization we strive to provide the best service possible that is why we have a management team and coaching staff that allowed us to teach more than 3,000 Hours of tennis and serve more than 400 customers last year.

Our operations team that is made of four full time and two part time individuals. Meanwhile our coaching staff is made out of more than ten tennis coaches. Being well staffed and organized allow us to offer a number of programs and events through the year including:

- Managing the tennis program for the cities of Little Elm, Murphy, and The Colony, as well as an independent tennis program at Frisco ISD.
- Host three tournament for first time tennis players every year
- Strength and Agility for tennis classes
- MatchPlay for Children and Adults - Arranging matches among adults, and among middle school and high school players, so that they can improve their game
- Traveling tennis camps

Management Team

GENERAL MANAGER AND TENNIS COACH

Andres Franco

- Has coached Tennis since 2004, including dozens of students into Middle School and High School teams in the area
- Serves on Texas USTA Committee for Social Adult Play
- HS Tennis Coach at Legacy Christian Academy in Frisco, Texas
- Division 2 College Tennis Player
- Won National Doubles Title as a Junior
- Played against and trained along current #1 Doubles Player in the world
- 5+ Years Experience in Management, Sales and Marketing for Fortune 500 Companies
- USTA Member

RECRUITING AND TRAINING MANAGER AND TENNIS COACH

Kristin Wagner

- Has coached dozens of kids from beginner into successful High School tennis careers

- United States Professional Tennis Association (USPTA) Certified Coach
- Worked as a coach at John Newcombe Tennis Ranch
- Won National Championship of College Tennis while playing for Flager College
- 5+ Years Experience as a Training Manager for Fortune 500 Companies
- USPTA Member

Additional Key Roles

Daniela Camargo - Marketing and Operations Manager (Full Time)

Jenisse Leon - Human Resources and Operations Associate (Full Time)

Natalia Gaitan - Graphic and Web Design (Part-Time Contractor)

Ezequiel Zanetti - Online Marketing (Part-Time Contractor)

Tennis Pros

all of our teaching pros go through an in depth vetting process that include a three-step interview process, on-court assessment of skills, background check and reference check.

Additionally, coaches participate in tennis workshops at least once a year to be up to date on current teaching methodologies and to improve the quality of service we offer.

Coaches Andy Franco and Kristin Wagner participate teaching lessons on a part time basis. Additionally, this is the profile from some of our coaches:

Paul Luzardo

- Has taught more than 10,000 Hours of tennis during the last seven years
- Coached for two years at Patricio Apey Tennis Academy in Florida under the wing of Patricio Apey, former coach of Grand Slam finalists like Fernando Gonzales, Gabriela Sabatini and Guillermo Coria.
- Played Division One college tennis at East Tennessee State University

Arsh Durrani

- Taught lessons under the guidance of coaches Paul Trevino and David Webb at the Richland Tennis Center
- Has taught at the highest rated Nike Tennis Camp in the U.S for the last two years under UNT head coach Sujay Lama.
- He is certified by the professional tennis registry (PTR) and he has attended two coaching courses in addition to his certification.

- Competed at a High Level as a junior in Texas and was team captain and varsity team member for four years.
- PTR Member

Reputation and Service

Providing service is our number one priority, as a result we have a dedicated phone number that has dedicated staff Monday to Friday 8AM to 5 PM. Additionally, we have an advance database management and text messaging system that allows us to have conversation and send announcement around our programming as needed in a very efficient way, and to respond to customer on average less than five minutes after they contacts us, when contacted during business hours.

These tools have helped us gather more than 50 reviews online with an average of 4.8 Stars on a scale of 5.

Below some of our testimonials. References can be found in an attached document.

Testimonials

“ My daughter went to camp never even holding a tennis racquet. After one week, she was able to rally. The instructors are professional, knowledgeable, encouraging, and fun. They created an interactive environment where the kids were engaged and active. I 100% recommend Franco Tennis Academy.”

Lesley Carter

“I think Andy is an excellent coach, patient, personable, punctual. He has a very even temper, explains things clearly and for me as an adult student, repeatedly. He also responds quickly to any questions via text, and takes the time to provide additional resources. For example, sending an email with links to videos or explanations”

Tricia Rowland

Video Testimonial of one of our customers: <https://youtu.be/sMNPgePonvs>
Financial Responsibilities

We believe fiscal responsibility and are central to overseeing taxpayer supported facilities and so its key to have transparent record keeping and financial systems to ensure transparency for the contractor and the city. We operate under Franco Gaitan LLC dba Franco Tennis Academy established in Texas in 2016. Torrado Bookkeeping and Tax Services, a local tax firm, oversees the books and financials for Franco Gaitan LLC since 2018.

Additionally we are currently well funded, we have been profitable every year for the past four years and have cash to operate for ten months with no revenue and current expense rate.

Payment Guarantee to the City

Franco Gaitan LLC is open to negotiating payment terms and logistics with the city. If the City of Forney is in agreement we propose that Franco Gaitan LLC Dba Franco Tennis Academy will receive 80% of normal class and programming fees, and the City of Forney will receive the remainder 20% of normal class and programming fees as is in the benchmark for city tennis program management in the DFW metroplex.

Franco Gaitan LLC has the capability of handling the registration of customers for the City of Forney Tennis Program and can issue a monthly payment to the city along with invoices for each transaction involving the tennis program for the city. Franco Gaitan LLC would be open to any auditing as requested by the city with or without previous notice. This model would allow us to optimize our digital marketing advertising and streamline the registration process.

Alternatively, the City of Forney can handle registration and payment for all tennis programming and pay Franco Gaitan LLC Dba Franco Tennis Academy monthly based on revenue generated by the tennis program.

We believe both methods have advantages and disadvantages so we are open to discussion on this topic.

Business Plan

Our business plan is made of an initial aggressive outreach via digital marketing, press and events to generate awareness of the program in the first few months, followed by word of mouth and incentivized referrals based on a superior quality of service offered during lessons. Below an overview of our business plan and marketing outreach.

Digital Marketing

Google Search

Having been running programs in the DFW area for the last couple of years we are one of the first tennis program to appear when people search in Google. We would be happy to create a webpage on our website that speaks specifically to Forney, we are sure that after a few months we would appear as the first options when citizens of Forney and surrounding areas search for tennis lessons near them.

Google, Facebook and NextDoor Advertisement

We have historically spent on advertisement on the first month of a program followed by a taper decrease over months two and three. We use a mix of Google, FB, Nextdoor and banner advertisement to generate awareness in the area in which are starting the program.

City of Forney - Parks and Recreation Social Media Accounts and Magazine

We ask that the City of Forney helps us share our free events for the community as well as the start of our new programs to help generate awareness.

Press Kit

We send a press kit and reach out to editors of local or regional newspapers and ask them for coverage of the new program as it bring a benefit to the community.

Tennis Family Day Event

We organize a free event on a weekend leading up to the start of the program where we invite families to go to the tennis court and participate in different activities and games. This is a good way for people to get to know the coaches and the program and enroll in lessons.

Collaborating with Forney ISD

We have been able to collaborate with the school districts in the areas where we run city programs. Either directly through offices of the school district, or indirectly through coaches and school staff.

Elementary School Trial

Franco Tennis Academy does tennis trial days at different elementary schools throughout the DFW area with the purpose of having each child hold a racquet an experience the fun of tennis. We also partner with PE Teachers wanting to introduce tennis to their students. The elementary schools listed below would be school we would start targeting immediately:

Blackburn	Crosby	Lewis	Claybon
Henderson	Criswell	Johnson	

Middle and High School

We will reach out to tennis coaches in the Middle School and High Schools across the area to let them know about our tennis program and provide them with marketing material that they can pass on to students. We collaborate with them so that their students can improve their tennis level and help build a stronger team.

Promoting Webinar and Educational Sessions for Parents

Every year we do three to four free educational webinars a year focused on educating parents on different aspects of the tennis learning process. From practicing outside of lessons to the path to making the high school team and everything in between. We have received excellent reviews from parents every time.

Leverage Town Events (When Covid-19 norms allow)

Easter Egg Hunt
Other Events throughout the year

Participation Development

Every community is different based on demographics and preferences. We believe that offering a flexible schedule for players of all ages is the best approach to start with. Once the program has been in place for a couple of months we will be able to increase the offering of services that have more interest and attendance. Below are some of the lessons we are currently offering or plan to offer in the near future.

Group Lessons

This is our most common offering. We divide groups of tennis players by age as listed in the categories below and teach them how to play or improve their tennis game. We try to keep each coach-student ration at 6:1, but depending on the demand for lessons sometimes the number can be higher or lower.

Pee-Wees: 5 to 7 Years Old

Elementary: 7 to 10 Years Old

Middle School: 10 to 14 Years Old

Adults 101: 18+ Years Old (Beginner)

Adults 201: 18+ Years Old (Advanced Beginner to Intermediate)

Forney Beginner Tournaments

We can organize small tournaments throughout the year where we can make use of the courts and encourage participation. Doubles tournaments are the most common tournaments as they allow for fun and higher number of players.

Cardio Tennis

We can potentially offer a Cardio Tennis lesson. Cardio Tennis is an engaging group fitness program featuring high intensity tennis drills and games, and focused on achieving a calorie burning aerobic and anaerobic workout with less focus on skill. Is frequented by women between the ages of 30 and 60 and men between the ages of 45 and 65 years of age and is open to any skill level.

MatchPlay

It's a flexible league where we group players according to level and have them play each other on times and days that might be convenient for them. Players are expected to submit scores and complete matches within a certain time frame. It encourages tennis competition and practice.

PickleBall

Pickleball is the fastest growing sport in the country. It's similarity to tennis makes it engaging and entertaining and best of all it can be played on a tennis courts. Our coaches are getting certified to teach it, but most importantly we could run a pickleball league which we think would be a huge success in the community.

Please see attachment of sample programming.

References

Through this references we want to provide a mix of direct customer references as well as school district and city references.

Client Name: Michelle Johnston

Phone: (425) 894-1313

Email: Mejohnston78@hotmail.com

Date and Scope of Work: We have coached their sons for over two years in Frisco as part of our program in that city.

Client Name: Ericka Burmeo

Phone: (972) 890-8162

Email: e_rica77@hotmail.com

Date and Scope of Work: We have coached their son for over two years in Frisco as part of our program in that city.

Client Name: Frisco ISD

Contact Name: Ann Ludlow

Contact Title: Facility Rental Coordinator

Phone: 469-633-6126

Email: ludlowa@friscoisd.org

Date and Scope of Work: I've worked in coordination with Ann for the last two to three years to coordinate the rental of tennis courts from Frisco ISD and to make sure we are up to date with insurance requirement and following tennis court usage guidelines.

Client Name: City of Little Elm

Contact Name: Andy Adams

Contact Title: Athletics and Aquatics Supervisor

Phone: 972-731-1466

Email: aadams@littleelm.org

Date and Scope of Work: We started working on November of 2020 towards starting a tennis program to the city of Little Elm using three tennis courts that the city now owns.