



PROPOSAL TO OPERATE THE GOLDEN GATE PARK TENNIS CENTER

Lifetime Activities, Inc.
Dana Gill, Founder & CEO
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EXECUTIVE SUMMARY

Lifetime Activities is a service provider growing tennis and activities participation throughout Northern California. Although founded in 1993 as Lifetime Tennis, we began incorporating additional programs in 2006; as requested by the community members we serve. At present, our service offerings include tennis, badminton, table tennis, pickleball, chess, basketball, and volleyball.

In addition to creating, instructing and growing municipal tennis and activity programs, Lifetime Activities serves as facility operator for a number of venues and recently celebrated our 25th year of municipal tennis management. With 5 locations and over 180 team members, we are firmly established within the industry and have gained a strong reputation for programming, accountability, and management excellence.

Ownership and direction of the organization is led by Dana Gill, a former collegiate/touring player, Elite USPTA certified pro and grassroots advocate.

***MISSION:** Through tennis and other lifetime activities, we strive to foster health, happiness, and skill development in every community we serve.*

Our team members appreciate that each person, in every community, is unique and therefore we aim to facilitate safe and enjoyable experiences for people of all ages, abilities and interest levels. We judge our success by the number of smiles we see from the patrons that frequent the facilities we manage and participate in our programs and services.

LEADERSHIP

Founder/CEO - Dana Gill



Dana co-founded Lifetime Tennis, Inc. (DBA Lifetime Activities) in 1993. He oversees the management of several municipal tennis facilities in Northern California, and leads a team of over 180 tennis professionals in creating shared playing opportunities for people of all ages, abilities and interest levels. In addition to running Lifetime Activities, Dana serves as a consultant to cities, professional organizations and individuals on matters of community tennis, RFP's, and facility management.

His personal mission is “to help people enjoy life through the game of tennis and other activities.” Dana’s playing background includes Division I tennis for San Diego State and, more recently, was ranked #1 in the US Men’s 45’s and participated in the 2017 World Team and Individual Championships as a member of the US National Tennis Team. Dana especially enjoys family time with his wife and two daughters.

As the steward of the organization, Dana continually provides the vision and fiscal responsibility needed to ensure that the Lifetime Activities Team listens, learns and provides each community with unique and outstanding recreational experiences. Should Lifetime be selected as operator for the Golden Gate Park Tennis Center, Dana will provide overarching guidance leading up to and following the opening of the San Francisco center; working closely with John Vest (COO), Mary Pat Patrick (CAO) and Isabella Galang (GM) to ensure excellence in operational service delivery.

Chief Operating Officer - John Vest



John Vest guides the company's daily business. John has been with the company since 1998 and before becoming COO, held Directorships in Pleasanton, Sunnyvale, Cupertino and served as the company's Senior Director of Tennis and Marketing. Through his efforts, Lifetime has established many successful programs and initiatives that have introduced and elevated the game of thousands of players. John is a USPTA Elite pro and division 1 college athlete from Santa Clara University where he earned a BS in Psychology. In addition to his tennis background, he spent time in high tech at Hewlett Packard and wrote curriculum for STEM after school programs for at-risk youth. John enjoys all the activities Lifetime offers, but is partial to tennis and table tennis.

In San Francisco, John will oversee business development, customer service training and programming quality-control measures for the GGPTC operation. He will have extensive onsite involvement leading up to and following the opening of the operation; working closely with and directly supervising Isabella Galang, the General Manager. John reports directly to Dana Gill (CEO), serves as the Vice Chair on the Board of Directors, and has been with Lifetime Activities for 20 years.

Chief Administrative Officer - Mary Pat Patrick



Mary Pat joined Lifetime Activities in September of 2005. She started as the Office Manager in Pleasanton when the company had just two sites. She took on new roles as Lifetime grew from about 30 employees to over 180 tennis professionals serving five different communities. She now oversees the company's Administration and Human Resource department, Pleasanton's General Manager role, along with serving on the Board of Directors.

Mary Pat oversees company business systems, payroll and accounts payable/receivable from the company's administrative headquarters in Pleasanton, CA. In San Francisco, Mary Pat will work directly with Isabella Galang, the GGPTC General Manager, to establish and initiate the office processes and administrative systems, leading up to and following the re-opening of the Golden Gate Park Tennis Center in 2020. Mary Pat reports directly to John Vest (COO) and has been with Lifetime Activities for 12 years.

Awards

- 3 Time USA 1-2-3 Tennis Participation Growth Leader (Cupertino, CA)
- USTA Nor Cal Jr. & Adult Tournaments of the Year (Cupertino & Sunnyvale, CA)
- USTA Nor Cal Jr. League Program of the Year (Cupertino/Sunnyvale)
- USTA National Facility of the Year (McKinney, TX)
- USTA National Programming of the Year (McKinney, TX)

From Blueprints to Grand Openings

- Operator, and Re-Grand Opening Contributor (2004, Cupertino, CA)
- Consultant, Operator, and Grand Opening Organizer (2011-12, McKinney, TX)
- Operator & Advisor for tennis court construction project (2016-17, Pleasanton)
- Operator & Advisor for tennis & pickleball court construction (2018, Walnut Creek)
- Interested Operator & Advisor for the soon to be revitalized GGPTC (2019-2020, San Francisco)

Large Facility Management (Sunnyvale & Cupertino)

- The leading municipal specialist in California (25+ years, 5 city operations)
 - Pro shop, café, multi-purpose rooms, tournaments, lessons, clinics, socials, drop-in play, reservations, school teams, youth/adult leagues, maintenance, administration, facility rentals
 - Executive Team support/guidance for facility General Manager & Directors
- Effectively balanced community needs and facility access of very large user groups
 - 1200+ person Community Tennis Association – Walnut Creek, CA
 - 169+ USTA teams – Sunnyvale, CA
 - 200 Junior sectional 600 adult district participants – Sunnyvale, CA
 - 1000 weekly students – Cupertino, CA
 - 100 player tryouts for middle school team – Cupertino, CA
 - 1500 attendee & 150 volunteers at Halloween Fun Night – Pleasanton, CA
- Contributed over \$5,000,000 towards recreational budgets since 1993
- 100% contract renewal rate for all California municipal operations
 - Cupertino (1994-present), Pleasanton (2006-present), Walnut Creek (2010-present)
 - Sunnyvale (2012-present), Santa Clara (2013-present)

Depth and Retention of Career Staff / Senior Management

- Our SF team of leadership professionals currently have over 93 years of collective experience with Lifetime; growing to 100+ years by the time GGPTC opens in 2020
- Semi-annual training/development meetings and management retreats
- Our senior leadership has 3X the years of service over the industry average (10-12 years vs. 3-4 years)

Lifetime Outreach and Giving Programs

- Local Youth Scholarships
- Annual Giving Tree
- Tennis Thanks the Troops
- Alzheimer’s Association – The Longest Rally
- Thanksgiving on Black Friday (2018 - California Fire Foundation)
- Halloween Fun Night
- Middle School Tennis Leagues
- Recycled Tennis Ball Program
- Helped Establish the DeAnza College Tennis Endowment

Consultant to the Industry

- Annual comparative data on fees and services (shared with interested municipalities)
- Established California’s 1st municipal tennis database (50 locations in CA)
- Presented the state of municipal tennis to the NorCal USTA Board of Directors

Top service companies have gained valuable years of experience by delivering what their clients, patrons and communities want. There is no substitute for insightful service maturity. The “best in class” organizations bring that depth of knowledge to successfully blend business acumen while fostering community outreach programs through scholarships, appreciation events, fundraising, donations, green initiatives, and more!!

Management Team for the Golden Gate Park Tennis Center

General Manager (GM) - Isabella Galang

Isabella Galang will oversee all day to day operations, community outreach initiatives and will serve as the day to day liaison to the City. She will be onsite at the GGPTC 40+ hours every week. As a full-time administrator, she has the ability to be onsite, meet with community members or City staff any day and everyday as needed. Isabella will supervise the Director of Tennis, front desk and retail staff, and will report directly to John Vest (COO). She earned a degree in Business Management and has been with the Lifetime organization for 5 years, serving as Senior Administrator and General Manager of our Pleasanton and Walnut Creek operations; respectively.

Tennis and Activities Director (TD) - Joe Noth

Joe Noth, a specialist in tennis, table tennis and pickleball instruction. He has received the rare double certification as both an Elite Pro from the United States Professional Tennis Association (USPTA) and the United States Professional Tennis Registry (USPTR). Joe will oversee all lesson programs, camps, clinics, socials, ladders, and tournament services; along with serving as Activities Director (chess, table tennis, and pickleball). Joe will be onsite 40+ hours every week, will oversee and supervise all members of the tennis/pickleball teaching staff, and will report directly to Isabella Galang, (GM). He has been with the Lifetime organization for 8 years serving as Tennis and Activities Director at our Walnut Creek operation.

Senior Director of Activities (SDA) - Ali Khadem

Ali will provide guidance for all activities (other than tennis) lesson programs, camps, clinics, socials, ladders, and other services. Ali will have extensive onsite involvement leading up to and following the opening of the operation; working in tandem with Joe Noth to oversee/supervise all members of the activities teaching staff, and will report directly to John Vest (COO) and Isabella Galang (GM). He serves on the Board of Directors and has been with Lifetime organization for 8 years.

Maintenance Manager - Juan Carlos Garcia

Juan Garcia will oversee the maintenance staff and services of the facility. He serves as the Senior Maintenance Manager for our Bay Area locations. He will report directly to Isabella Galang (GM) and has been with the Lifetime organization for 12 years.

Marketing Professional - Sophie Leopold

Sophie Leopold will have extensive onsite involvement leading up to and immediately following the opening of the operation. She is based out of our Bay Area Headquarters Office. She will support all ongoing marketing initiatives for the San Francisco operation, reports directly to John Vest (COO), and has been with the Lifetime organization for 7 years.

* Please refer to the **Certifications and Resumes** section in the Appendix for Team Resumes

Select Hourly Staff Members To Be Determined Prior to the Commencement of Operations

- Office & Retail Assistants, Head Teaching Pro, Tennis & Activity Instructors, Maintenance Assistants

Note: Unfilled roles will be addressed upon contract award. Lifetime Tennis makes it common practice to interview all interested “currently in place” teaching and office staff during operation transitions. We find that the retention of select staff members, as applicable, often builds a successful bridge between the community and Lifetime Activities. In addition, Lifetime has an exemplary model of “promoting from within” our organization when new opportunities arise. This successful practice elevates key team members who are both familiar with the Lifetime culture and have proven successful in serving other communities.