

This Strategic Plan is meant to serve as our guide to growing tennis in Montgomery County with real and quantifiable goals that will impact our sport

Mission Statement ~ To promote and develop the growth of tennis in Montgomery County.

Vision Statement ~.To make tennis the #1 participant sport in Montgomery County and fully reflective of the diversity/demographics of our community

Core Values ~ MCTA's core values are fundamental beliefs of the organization.

Core Value #1: Integrity

We exemplify the best in ethical behavior at all times.

Core Value #2: Transparency

Our governance process, operating procedures, and finances are clear and readily explained to stakeholders.

Core Value #3: Inclusiveness

We seek out and include all who wish to participate in our sport, and we value and include all who wish to help us grow it.

Core Value #4: Excellence

In all things that we do, we strive to exceed expectations.

Core Value #5: Focus

While we strive to be responsible members of the community, we are ever mindful that our sphere of interest centers on tennis and our local community.

Core Value #6: Health & Fitness

One of the principal contributions we can make is to influence the health and fitness of our youth by exposing them to the lifetime sport of tennis.

Major Association Goals and Strategic Priorities:

1. **Priority #1 League Management & Growth**

- Study, and if appropriate propose and adopt, a new system for pre-payment of team court fees
- Promote and enable growth of Senior participation in MCTA league tennis
- Explore Introduction of new formats (e.g., Under-35 league)

2. **Priority #2 Tournaments**

- Grow our existing Adult Tournaments
- Introduce new, Junior tournament (L5)
- Host a Pro Circuit tournament

3. **Priority #3 Youth Programs**

- Create a campaign to attract more youth to tennis
- Provide a clear pathway for “new” tennis aspirants to find and participate in age- and ability- appropriate programs
- Collaborate with Tournaments Committee to add a junior tournament to MCTA’s list of sponsored events.

4. **Priority #4 Communications, Media and Outreach**

- Develop strategic partnerships with community and philanthropic organizations that support program committee initiatives.
- Develop an awareness/media campaign to establish MCTA’s identity in the community.
- Explore various social media and determine how best to integrate into MCTA communications strategies.

6. **Priority #6 Financial Strength**

- Ensure the financial health of MCTA remains constant throughout the year.
- Ensure the financial soundness of MCTA’s accounting practices.
- Complete inaugural annual budget process
- Move towards being “audit-ready”

