

# Boost Club's Winter Activities

## *BRING TENNIS INDOORS*

America's country clubs are big investments and in the colder climates of the country, most lie dormant during the off-season.

To get a year-round benefit from the club and at the same time, generate addition activities, indoor tennis facilities might be the answer. Before you say costs are too prohibitive for your club, review the facts and examine a couple of cases.

In Tewksberry, Mass., the Trullbrook Tennis Center stands on a golf course and is an intricate part of a development engineered by Bailey Trull, Jr. Although, not quite the same situation, the independent Austin Road Tennis Barn in subur-

ban Dayton, Ohio, offers a unique arrangement between itself and the nearby Sycamore Country Club.

Owner/developer James Studzinski has an agreement with Sycamore Creek where members of both operations can use facilities on an exchange basis.

These are just two cases of the possibilities for such a project, but obviously the cost is the most important element. Depending on the size of the facility, the rough figures could project to \$16 a square foot. That price does not include court installation.

A variety of things must be taken into account when looking into the

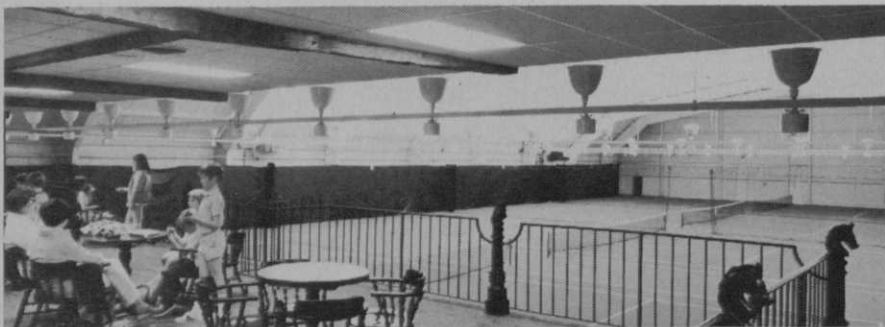
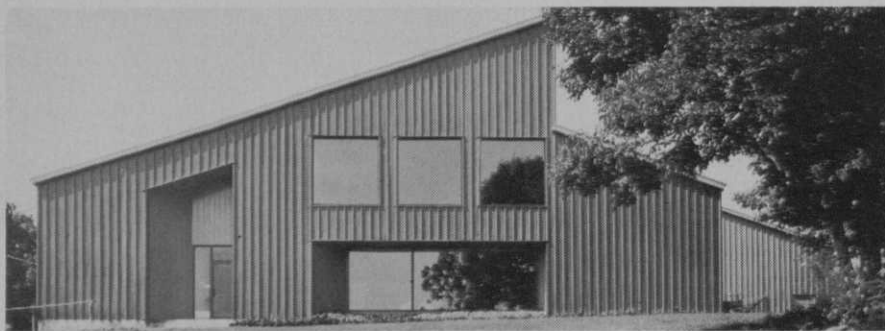
feasibility of such an investment. Depending on the type of golf operation that compliments the tennis facility, it must be established whether there is sufficient population or membership to support such a project. Industry planners indicate that at least 100 people per court are needed to sustain the investment. Projected revenues from each member would be near \$200 each for the year and most in the industry feel start-up costs would be returned in four to six years.

Towns and cities as small as 12,000 have been able to support a commercial facility. Location of a facility close to middle and upper income groups is essential. For the most part, the addition of an indoor court at a club would assure business, if the club had already established sizable interest in the outdoor version of the game. On the average, most of these indoor facilities will include three courts, although construction of six courts is usually recommended.

There is more to the indoor operation than just the courts, though. Showers, locker rooms, offices, a lounge area, pro shop and nursery are all standard parts of the indoor facility. There is usually no extensive food service. This is handled by an assortment of vending machines. Added to those factors are proper lighting, climate control, outside landscaping and playing surface.

Maintenance is the overriding factor in operations such as these, but surprisingly enough the majority of upkeep seems centered around the playing surface. Estimates of the United States Tennis Association are that annual maintenance on an indoor court could range around \$12,500 per court, per year. Figured into to the cost are replacements of backdrops, lights, nets and other such related expenses.

Tennis leaves little doubt in the nation's mind at this time, it has become a true rival with golf for the leisure-time dollar. Obviously though, there are club members at private, daily-fee and public courses, that play both or either sport. □



**Metal Buildings House Tennis:** There are a number of attractive tennis structures currently on the market. At top, the facility at Trullbrook Tennis Center in Tewksberry, Mass. Center, a lounge at Dayton's Austin Road Tennis Barn and the third shot, its exterior. (Courtesy Butler Manufacturing Co., Buildings Div.)