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Trails Newsletter

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Spring Tennis: Strong Growth Everywhere

Y'all - how does it feel to live in the city with the 12th nicest beach in America, according to TripAdvisor? Ormond Beach is becoming ever more popular!

And that's not all. Tennis is becoming more popular, too. As a contact-free outdoor sport with natural social distancing, it has experienced a major resurgence during the pandemic.

Now combine those two: tennis in Ormond Beach. A growing sport in a popular city. Your Trails Racquet Club is well positioned for this trend, growing both in terms of player numbers as well as matches played. – and staff.

To further support that growth, you will soon see two new faces working here at the club: Denise Wheaton and Lisa Winney. Both are active tennis players at the Trails. Denise is already welcoming players at the

front desk of at the Ormond Beachside Tennis Center (OBTC) and will soon work at both places. Lisa will start at the Trails once her job at Macy's has come to an end and she has received the intense training needed to service the sophisticated crowd at the Trails. You'll see both smiling faces behind the front desk soon.

And the novelties don't stop there. OBTC is also trying out a new software package that allows court bookings, reserving lessons, looking for matches, paying for stuff, etc. – all directly from the players' phones. OBTC will be the testing lab for that, and Trails will implement it later.

Lastly - we might be the only people in Ormond Beach to be excited about this, but we are: 400 new homes in Tomoka Oaks. Lots of extra traffic, noise, and other garbage. But also: extra new tennis players, probably. Yay!

New Members

The positive trend of the last couple of months continued. One new player joined the Trails in February:
♦ Cathy Cawley (beginner)

Cathy will mostly play with her husband Jeff, for now, before branching out. Welcome to the Trails, Cathy.

Speaking of branching out: an ever increasing number of Trails players is trying out OBTC, and vice versa. So, even if the Trails didn't add many new members this past month, we did see a lot of new faces. And that trend will continue.

New At OBTC: Ball Machine Clinic

The brand new state-of-the-art ball machine allows OBTC to offer a class unlike any other: a ball machine tennis clinic. The ball machine is feeding balls from one side of the net, while the coach is on the side of the players and provides tips and

insights. Sounds interesting?

This class is now being offered by coach Seth every Tuesday from 9-10.30 am. Cost is \$20 for 90 minutes of continuous ball feeds and instruction. For questions, or to sign up, call OBTC at 386-872-7088.

OBTC – Update After 3 Months Of Operation



The Ormond Beachside Tennis Center has continued its strong growth of the first months. Membership is now near 60 players. It has also been able to attract an ever growing number of Ormond Beach visitors. On average, about 20 members and 10 guests play there - EVERY DAY. Compare that to the 8 or so souls who roamed there some months ago before the Trails Racquet Club took over management in early December 2020 – the place has changed.

And it doesn't end there. OBTC has also been host to multiple, highly successful events: its Grand Re-Opening with round robin and pro

exhibition on January 02 was attended by 52 players and at least a dozen spectators; the Valentine's Day social had to be capped off at 32 players and had a waiting list; as did an event two weeks later. Next social tennis events will tie in with the French Open in mid/late May and Wimbledon in late June / early July (with wood rackets and all-white clothes, possibly). The Senior Games will also take place at OBTC, tentatively scheduled for October 23/24. And newspaper articles in a local real estate magazine and the "Florida Tennis" publication are in the works, too. These are exciting times for OBTC and the Trails.

Tennis Advocacy



What's that? It's making your voice heard. For your favorite hobby, for example.

Recently we had a meeting with the boss of Leisure Services at the City of Ormond Beach. In a wonderful discussion about tennis (among other things), he indicated that the City

will soon look for citizen's input how to spend taxpayers' dollars. Including spending them on leisure activities. The more active and vocal we tennis players are, the more funds will be allocated to improvements. So let's make some noise (soon).



Dear members of the Trails Racquet Club,

Spring is here, which means the nicest time of year in one of the best cities in the United States. So go out and play tennis - NOW. It doesn't get much better than this. Happy Trails,

Jan Buenner & Team