



Executive Director's Report

Colin Latchford, Executive Director



AGM 2025 - EXECUTIVE DIRECTOR REPORT

Individual & Facility Membership

1,722

+15%

Over
Year-End
2024

Active Individual
Members

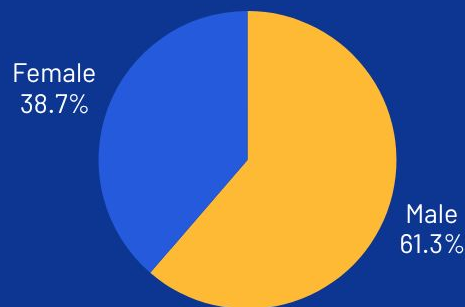
23

+28%

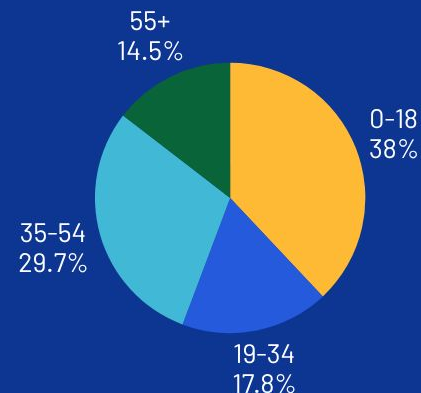
Over
2024

Active Facility &
Associate Members

Members by Gender



Members by Age Bracket



New Facility Member Engagements

- Dunlop Equipment Benefit
- Learn & Play Program Grants
- Tennis Alberta Road Show
- New Sanctioned Events
- Facility Newsletter
- Increased Software Offerings



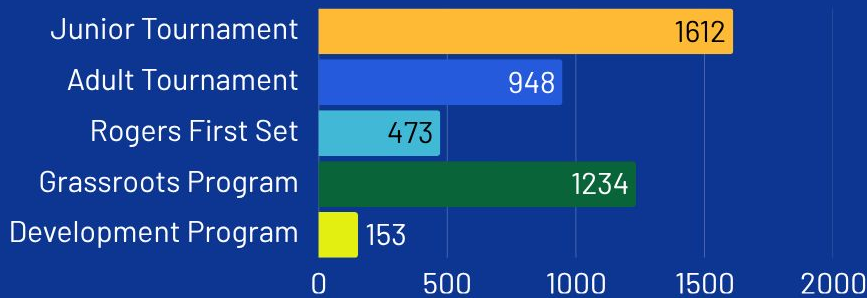
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Program & Competition Participation

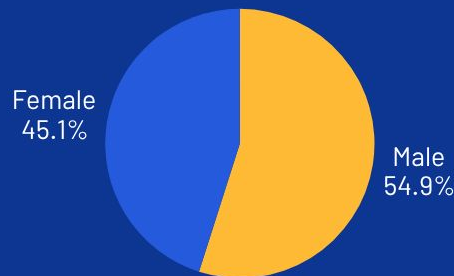
4,420 **+ 31%**
From
YTD 2024

Program & Competition Participation (2025 YTD)

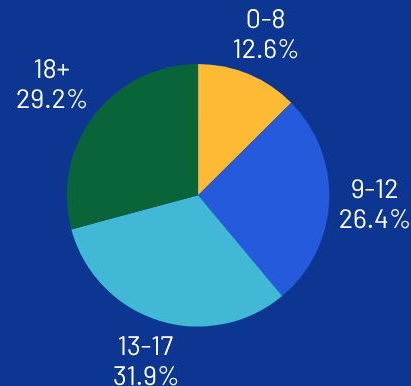
Participation by Program Type (YTD 2025)



Participation by Gender



Participation by Age Bracket



New & Revitalized Programs

- Tennis for Schools
- RFS Learn & Play (EKCP)
- RFS Rookie Tour
- U10/U12 Development
- Wheelchair Tennis
- NB Family Tennis Days
- Tennis Alberta Road Show
- Female-Only Coaching Dev.



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Participation Highlights





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Digital Marketing & Engagement

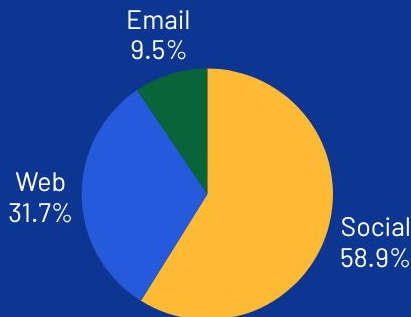
136k

Outreach Impressions
(YTD 2025)

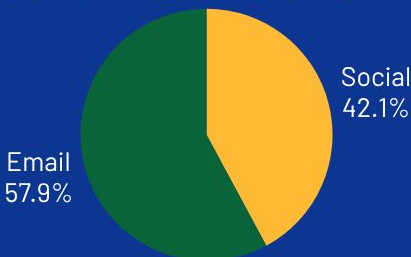
9,769

Digital Audience

Impressions by Category



Digital Audience Breakdown



Content Highlights



View insights Boost post

Liked by leo.sztabzyb and others

tennisalberta Our U16 Junior Nationals team, representing us this week in Montreal 🇨🇦

We hope they've been brushing up on their French, because they're being called... la crème de la crème 🇫🇷

Shoutout to coaches Lan and Adrian for leading the the squad 🙌

#teamalberta #tennisalberta #crémedelacrème less
March 26



View insights Boost post

Liked by ayushgupta 97 and others

tennisalberta Cleeve Harper 🇨🇦 Team Canada 🇨🇦

The Calgary native has officially been named to Canada's Davis Cup Team! He'll join Gabriel Diallo, Alexis Galanteau, Liam Oreal, and Vasek Pospisil on the roster.

Cleeve currently splits his training between the Calgary International and his home base in Florida. I'd also fresh off a Challenger doubles title in Portugal and is ranked #126 in the world (#5 in Canada) for doubles.

Congrats, Cleeve, and best of luck to the squad!
Team Canada is set to play their qualifying match this weekend in Montreal, where they'll square off against Team Hungary. We'll be tuning in! 🇨🇦
#teamcanada #daviscup #tennisalberta #albertatennis less
January 27



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Tennis Alberta Organization

Revenue Generation & Partnerships

- **New Program Grants:** Wheelchair Tennis, Alberta Games Development, NB Family Tennis, Tennis for Schools, Game Set Equity
- **Partnership Development:** Dunlop & Nike, Osten & Victor Alberta Tennis Centre, Greenfield Tennis Club Program Pilot

Sport Safety & Governance

- Sport Law Bylaw Update Project
- Alberta Sport Leadership Association Complaint Management
- Tennis Canada Sport Safety
- The Greater Strategic Planning Project

Tennis Alberta Team



Colin Latchford
Executive Director



Mary Potter
Manager, Member Service & Administration



KJ Read
Manager, Tournaments & Competitive Structure



Adrian Court
Manager, Player Development & Competitions



Scott Pleavin
Specialist, Marketing & Digital Projects



Heather Powers
Community Programs Coordinator



Charlie Gibson
Administrative Assistant



Goran Vukovic
Sport Development Intern