

FORTIFY OUR FUTURE

Fred Wells Tennis & Education Center



2019 CAPITAL CAMPAIGN SPONSORSHIP PACKAGES

What Is The Fred Wells Tennis & Education Center?



- ❖ Opened in 2002, FWTEC is a non-profit 501(c)(3) organization.
- ❖ Mission: Bring people together of all ages, abilities and backgrounds to embrace the lifelong game of tennis while serving under-resourced youth with the support of the community.
- ❖ FWTEC services more than 5,000 players annually (juniors, adults, seniors) delivering tennis and other physical fitness and social opportunities year-round.
- ❖ The TennisWorks program provided over 5,000 experiences to almost 1,000 under-resourced youth in 2018.
- ❖ Fred Wells was the 2011 USTA National Org Member of the Year and NJTL of the Year and among the FWTEC staff are the 2017 USTA Northern Pro and Junior Team Tennis Organizer of the Year, the 2017 PTR Pro of the Year and the 2019 Official of the Year.

Fred Wells Tennis & Education Was Named 2018 Project Play Champion



Project Play is a multi-year effort to grow national sport participation rates and related metrics among youth with a shared goal of making sport accessible to all kids, regardless of zip code or ability.

- ❖ One of 21 organizations in the United States to be named
- ❖ The only Minnesota organization in any sport to receive this honor
- ❖ The only tennis entity nationwide to earn such distinction

TennisWorks - FWTEC's FREE Outreach Program



"The Fort was my first taste of being a part of a community. Playing tennis has been a great experience that has taught me the importance of having faith in myself and that there are people in the world that will take the time to listen to you."

-TennisWorks Participant



Current Problems for today's youth

Nearly 1-in-3 children in the U.S. are overweight or obese, and today's 10 year olds are the first generation that is expected to have a shorter life expectancy than their parents.

Youth who live in households with the lowest incomes are half as likely to participate in sports compared to youth from wealthier homes (\$100,000+).



Our Programs serve 900+ kids/year

Striving to close the opportunity gap, TennisWorks programs intentionally introduce tennis to youth in grades 3-12 who may not normally have the opportunity to play. More than 90% of youth are eligible for the Federal Free and Reduced Lunch program and more than 90% identify as youth of color. Youth participants attend an average of 5 classes in the summer, 9 classes in the fall, and 12 classes in the spring, with our core students attending more than 35 classes per year.

After-School Programs - The Fort conducts after-school programming both on-site and off-site with different public schools. Coaches meet with students two times a week after their school day to teach tennis and life skills for two hours.

In-School Programs - The Fort partners with K-12 schools in the immediate surrounding area to provide tennis drills and athletic activities during scheduled PE class time.

Summer Outreach - The Fort works with various school and community partners to introduce tennis to students who may not otherwise have the opportunity.

Scholarship-Based Opportunities - The Fort ensures that junior programming and summer camps are accessible to all youth by offering financial scholarships.

Event Opportunities - We offer youth opportunities to partake in college visits, camps and community events.

Fort First Fridays (FFF) is our drop-in tennis program to ensure that all middle school and high school youth have access to fun, indoor tennis during the school year. It is offered the first Friday of every month and reaches 250 unique players annually!

Youth Leadership Team is a leadership team comprised of youth, ages 13-18, who co-create meaningful opportunities and experiences for themselves, their peers, and The Fort.

Our Goal... Always put kids first

Our goal through TennisWorks is that all youth feel safe, supported, and connected while enjoying being physically active through tennis. Using tennis as the hook, we have an opportunity to form relationships and help develop critical social and emotional skills, such as teamwork, goal setting, self-confidence, and a growth mindset.

AN USTA CHAPTER SUPPORTED BY



The Fort
Fred Wells Tennis & Education Center

Why A Capital Campaign?

- ❖ Fred Wells Tennis & Education Center is not owned by nor does it receive any funding from the City of Minneapolis.
- ❖ FWTEC's land lease is with the Minneapolis Park and Recreation Board. FWTEC is legally obligated to maintain the property and finance all facility upgrades to renew the lease.
- ❖ FWTEC's domes are nearing the end of their useful life and will need to be replaced within the next 16 months.
- ❖ If the bubbles are not replaced, the Minneapolis Park & Recreation Board could opt not to renew the lease, forcing the facility to close.



The Capital Campaign

❖ PHASE I (Completed in January 2019)

- New enclosed walkway connecting the front and back domes
 - Removal of existing revolving door making room for fourth court in front dome (meaning 5,400 hours of additional court time)
 - Court-accessible drinking fountain
 - Additional storage space for tennis equipment and improved facilities for maintenance
 - Capital campaign donor recognition wall (completed at end of campaign in 2021)
- ▶ **Cost of Phase I: \$375,000**



The Capital Campaign

❖ PHASE II (2019)

Stage II, Part 1 (Completed in June)

- Addition of a fourth court, increasing the total number of courts to nine 78-foot courts with blended lines.
- Resurfacing of courts in front dome

Stage II, Part 2 (scheduled for Late-August/Early-September)

- Installation of new bubble, air conditioning & LED lighting in front dome
- Safety upgrades and improved energy efficiency

▶ **Estimated cost: \$600,000**



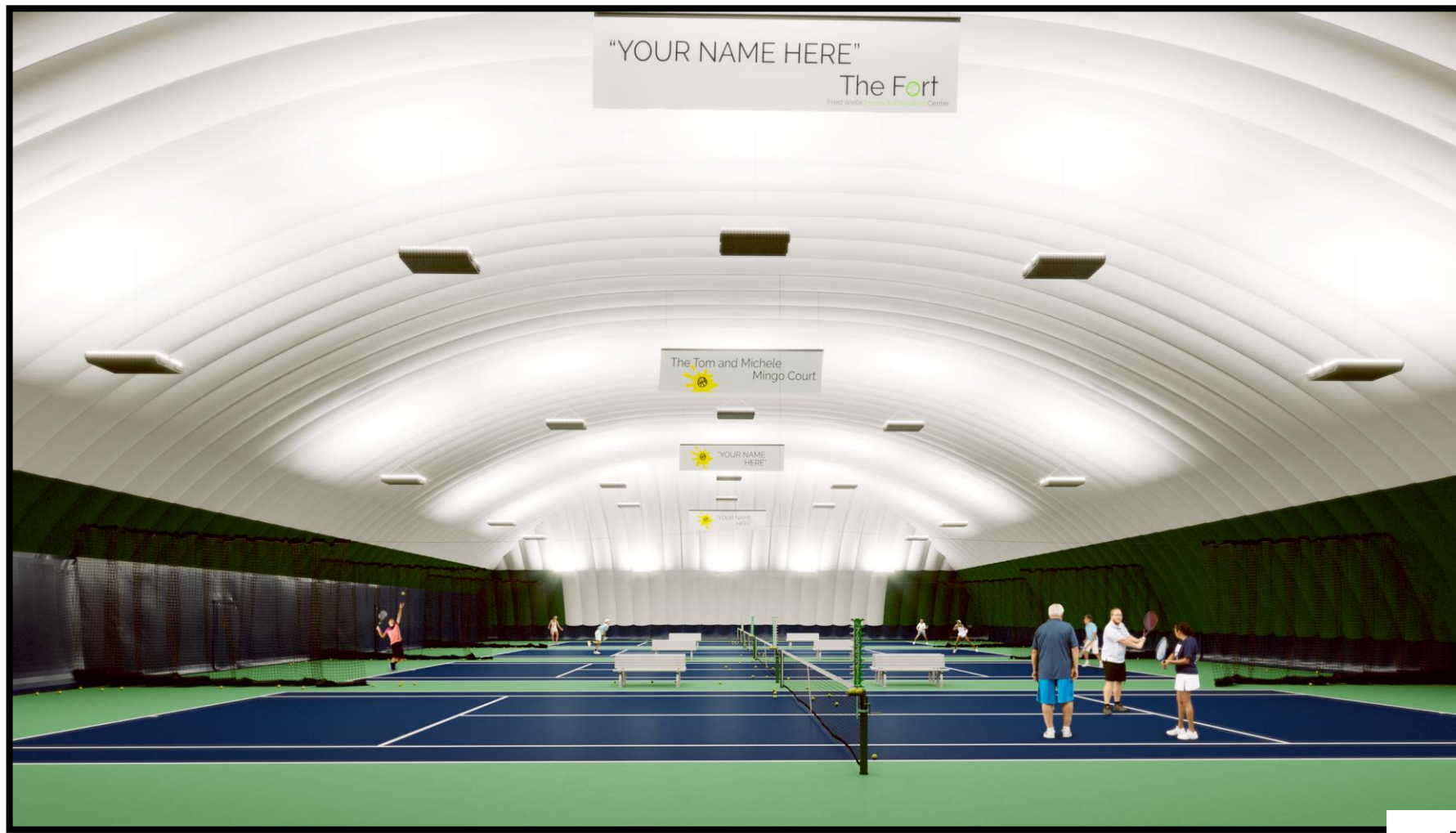
The Capital Campaign

❖ PHASE II, Part 2 (2020)

- Installation of new bubble, air conditioning & LED lighting in back dome
 - Safety upgrades and improved energy efficiency
 - Parking lot improvements including 28 additional spaces, new lighting and security cameras
- ▶ Estimated cost: \$600,000



How It Will Look!



FORTify Our Future Premiere Bubble Sponsor - \$250,000 (2 available)

- Naming rights to one bubble for 20 years
- Banner on/above bubble with your name
- All written references to bubble include name (i.e. - The xxxx Bubble has four courts, etc.
- News Release announcing sponsorship
- Dedication ceremony for bubble
- Full page on fwtec.org specific to dedication and naming of bubble
- Full page in 2019 Annual Report dedicated to naming of bubble
- Three reserved tables at 2019 FORTify Our Future Gala with signage (8 guests per table)
- Free "Bubble Party Tennis Clinic led by Fort tennis pros and Dinner" for up to 16 people at Fred Wells Tennis & Education Center

FORTify Our Future Premier Court Sponsor - \$50,000 (8 courts available)

- Naming rights to one court for 20 years
- Banner on/above court with your name
- All written references to court include name (i.e. - The xxxx Court).
- News Release announcing sponsorship
- Dedication ceremony for court
- Half page announcing sponsorship in 2019 Annual Report
- Two reserved tables at 2019 FORTify Our Future Gala with signage (8 guests per table)

For more information...

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