



CITY OF  
FORT LAUDERDALE

---

# JIMMY EVERT TENNIS CENTER OPERATIONS

# What is Jimmy Evert Tennis Center?

Named after tennis legend Jimmy Evert, this Holiday Park facility has helped shape champions like Chris Evert and Jennifer Capriati. Known as the “Home of Champions,” it’s Fort Lauderdale’s top tennis center and one of the nation’s best municipal facilities.

## Location:

1150 G. Harold Martin Drive  
Fort Lauderdale, FL 33304



# Construction Update



- Construction is approximately 30% complete
- All 34 light poles have been installed
- Underground electrical and plumbing are currently being installed
- 9 courts on the south have been formed in preparation for the installation of the subsurface irrigation and new clay surfacing
- Clay court and subsurface irrigation materials are arriving on-site, with installation underway



# What are the current operations at JETC?

**Courts:** 20 Har-Tru Clay Courts

**Active Memberships:** 341

**Tennis Pros:**  
10 Contracted with the City

## **Staffing:**

- 1 - Tennis Director (Contractor)
- 1 - Full Time Administrative Aide
- 1 - Full Time Lead Facilities Worker
- 1 - Full Time Facility Worker I
- 8 - 10 - Part Time Recreation Clerks

# USTA (United States Tennis Association) Partnership

## Agreement

- 10-year Facility Use Agreement with USTA for Jimmy Evert Tennis Center (JETC) at Holiday Park
- Includes a 5-year extension option

## Background & Legacy Gift

- June 4, 2024: City Commission accepted \$1.5 million legacy gift from Orange Bowl Tennis, LLC (OBTLLC)
- Gift spans over 10 years to enhance improvements at JETC
- USTA expressed interest in designating JETC as home for Orange Bowl International Tennis Championships

## Facility Use & Responsibilities

- USTA receives annual use of the entire JETC for the Orange Bowl Tournament
- USTA will host up to 4 tournaments or clinics annually



# Service Agreement for Professional Tennis Instructor & Facility Management (Contractor)

## A. Management Services & Fees

- City to pay \$103,008 annually in 12 equal monthly installments

## B. Tennis Instruction & Programs

- Contractor receives 90% of total revenue from:
  - Lessons, Clinics, New tournaments, Camps

## C. Retail & Concession Sales

- Contractor receives 80% of total Pro Shop revenue

## D. Racquet Restringing Services

- Contractor retains 100% of all restringing sales revenue

## E. Revenue from Additional Tennis Pros

- Contractor receives 10% of revenue generated by all new instructors



# Current Operational Structure



## PROS

Contractor with tennis expertise to manage the facility

Enhance the membership experience

## CONS

Indirect oversight of Tennis Pros

Unable to operate POS/software system

# Staff Recommendations

- Renegotiate agreement in place to improve operations
- Shift all tennis pro instructors to the contractor
- Evaluate staffing to provide direct supervision over facility staff and contractor
- Enhance marketing efforts and implement an online reservation system
- Evaluate fees

