



POPLAR HEIGHTS
RECREATION ASSOCIATION

2463 BUCKLEW DRIVE
FALLS CHURCH, VA 22046

POPLAR HEIGHTS RECREATIONAL ASSOCIATION TENNIS/PICKLEBALL PROGRAM REQUEST FOR PROPOSAL 2027 season

Poplar Heights Recreational Association (“PHRA”) is a private, non-profit neighborhood swim and tennis club in Northern Virginia with 550 families, four lighted courts, active junior and adult participation, and a strong family-oriented community.

As we look ahead to future seasons, we’re interested in connecting with tennis professionals or management groups who would be excited to help lead and grow tennis and pickleball at Poplar Heights.

We’re looking for a partner who can create a fun, welcoming, and professionally run program for players of all ages and skill levels — from junior development and adult clinics to social events and competitive team play.

At its best, tennis at Poplar is active, social, approachable, and something members look forward to being part of throughout the year. We’re looking for someone who shares that vision.

PHRA is a volunteer-led club that values:

- Strong member experience
- Consistency in who coaches our members
- Professionalism and reliability
- Clear communication
- Community atmosphere
- Collaborative partnership with club leadership
- Coaches and counselors that are from the PHRA community



PROGRAMMING

Comprehensive programming runs from spring through fall and includes:

- Junior clinics and camps (e.g., spring break camps, summer camps)
- Adult clinics (all levels)
- Private and small group instruction
- Junior summer Tysons Cup tennis team
- Adult spring/fall Tysons Cup tennis teams
- Tennis and pickleball social events and tournaments

The club also has 5 pickleball-lined courts (4 of which are on 2 tennis courts) and is open to ideas around expanding racquet sports programming in the future.

EXPECTATIONS

Duties beyond coaching will include:

- Maintaining an online registration system for program sign-ups
- Maintaining an online court reservation system
- Liaising with Tysons Cup and PHRA tennis captains
- Providing equipment for clinics, lessons and camps (e.g., tennis balls, cones, etc.)
- Ordering replacement equipment and invoicing PHRA (e.g., nets, brooms, rollers, etc.)
- Advertising programming
- Minor court maintenance, including emptying the garbage, hanging windscreens and court dividers, and keeping courts free of leaves, weeds, and debris
- Communications with tennis committee about court maintenance or other needs
- Maintain appropriate insurance coverage
- Complete required background checks for all staff working with minors



INSTRUCTIONS

- ❖ Address the 5 elements below
- ❖ Limit your narrative answers to 1 page per element
- ❖ Use the Excel template to provide your answer to element 5
- ❖ Please keep responses simple and conversational — we are much more interested in your approach, ideas, and energy than in a formal presentation.

1. ABOUT YOU

- ❖ Background and experience
- ❖ Clubs or facilities you have worked with or currently work with
- ❖ References, if available

2. YOUR TENNIS PROGRAM STRATEGY

- ❖ Junior development philosophy
- ❖ Adult clinics and social programming ideas
- ❖ Balancing competitive and recreational play
- ❖ Sample schedules of programming ideas

3. STAFFING

- ❖ Who would lead the program off-site administratively
- ❖ Who would lead the program on-site at PHRA
- ❖ Staffing structure and instructor depth
- ❖ Approach to consistency and substitute coverage



4. PROPOSED PRICE

Please share your preferred approach related to:

- ❖ Compensation
- ❖ Member vs. non-member programming and pricing
- ❖ Revenue sharing
- ❖ Any other management fee or stipend expectations

5. GROWTH AND ENGAGEMENT

We'd also love your thoughts on:

- ❖ Growing participation
- ❖ Balancing programming with member court access
- ❖ Social events, tournaments, ladder play and other community-building
- ❖ Pickleball opportunities (e.g., pickleball league)
- ❖ Ways to make tennis/pickleball engaging and approachable for members and families
- ❖ Additional programming (e.g., cardio, stretching, weight training)

TIMING

If interested, please send proposals by: October 1, 2026

Questions and submissions may be sent to: TennisCom@PoplarHeights.org

We appreciate your interest and look forward to learning more about your approach and ideas for the program.

EVALUATION CRITERIA

While your answers to all of the elements will be considered, your answers to Element 3 (Staffing) and Element 4 (Proposed Price) will carry particular weight. Tennis and pickleball are unique sports in that they are self-refereed and we are seeking someone who will model the importance of good sportsmanship, and foster a love of the game. Above all, we



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are looking for a tennis/pickleball instructor that is enthusiastic about becoming part of the Poplar Heights community for years to come.