



# Metropolitan Squash Racquets Association

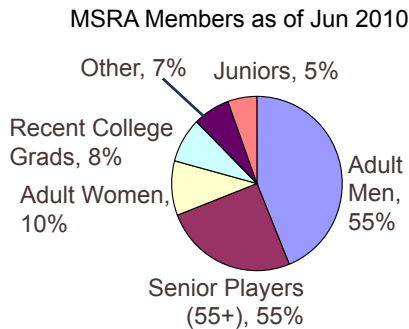
*New York's Source for All Things Squash*

## ABOUT THE ORGANIZATION

The Metropolitan Squash Racquets Association (MSRA) is not-for-profit organization founded in 1924 whose mission is to foster the game of squash in the New York metropolitan area. The MSRA organizes leagues, tournaments and other events for both novice, experienced and professional squash players. The MSRA seeks both to introduce new players to the game, and to inspire current players to excellence, fair play, and healthy competition.

## MEMBERSHIP

The MSRA has more than 3,000 members who are involved in all aspects of the sports, from novice players to experienced pros to individuals and groups involved in administrative aspects of the sport. The MSRA works in partnership with US Squash as one of US Squash's local organization partners. The MSRA is the largest squash organization in the country and throughout the year runs several leagues and tournaments which are the largest in the United States and rank among the largest in the world.



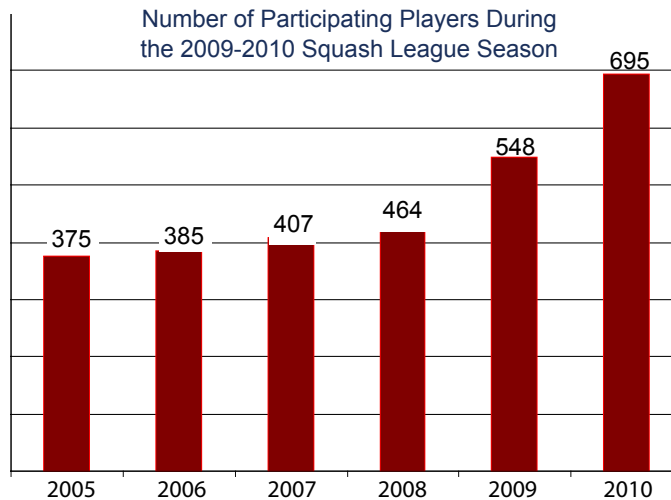
## THE BOARD OF GOVERNORS

The MSRA is guided by a volunteer Board of Governors and one paid, part-time Executive Director who oversee all aspects of association. The Board meets monthly and all meetings are open to the public. The composition of the current board is shown below.

Devkaran Bhatty	Vijay Mayadas
Marshall Davidson	Mina Pell Mitby
Brett Erasmus	Corey Modeste
Andy Garr	Sarah Odell
Josh Giesey	Jonathan Riefler
Jessica Green	Kenny Scher
Martha Kelley	Andrew Scott
Ruth Kelley	Emily Stieff
Ankur Manglik	

## LEAGUES

The MSRA runs squash leagues for both singles and doubles squash. The larger singles season runs from November to May that involves team play among players from different clubs in the metropolitan area. Players compete in weekday matches on 4-person squads in co-ed or women's divisions. A club may field a team at one or more skill levels to accommodate for the range of play of their members. The season concludes with a playoff and championship.



## TOURNAMENTS

The MSRA runs five to six tournaments per year ranging from range from smaller, single-day events to our two flagship, three-day events (the Grand Open and the Hyder Trophy). Tournaments offer a good balance of competitive squash and socializing.

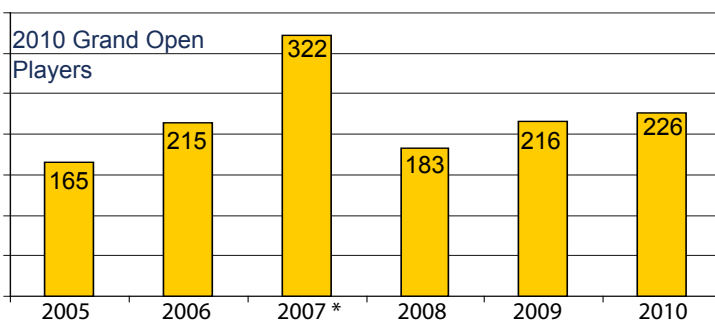
**2010-2011 Tournament Calendar**

Sep. 11	Season Opener
Dec. 10	New York Open
Jan. 16	Winter Warmup
Jan. 21	Grand Open
Feb. TBD	Wooden Racquets Invitational
Apr. 29	Big Apple Open
May 11	Hyder Trophy

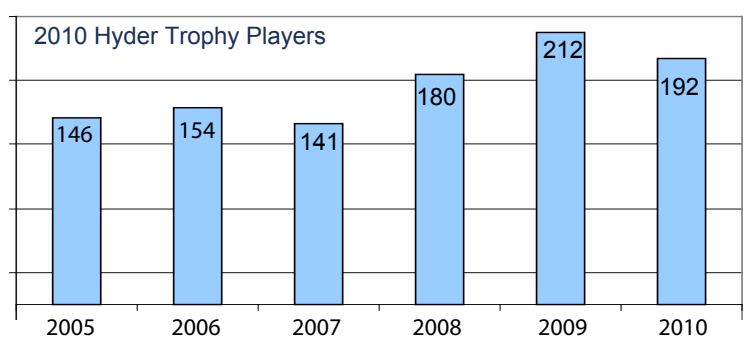
## THE GRAND OPEN & HYDER TROPHY TOURNAMENTS

The Grand is held the same weekend as the Tournament of Champions, a week-long professional squash tournament that features the world's top players. Grand Open amateur players receive free admission to attend some of the Tournament of Champion's match sessions in Manhattan's Grand Central Terminal.

The Hyder Trophy was founded in 1969 and is longest running softball tournament in North America. It is held in May of every year and is meant to cap the end of the competitive squash season. The Hyder has amateur and professionals draws. Like the Grand Open, it is hosted a number of Manhattan squash clubs.



\* Combined with another tournament



***Metropolitan Squash Racquets Association***  
**2010 Member Survey**

July 31st 2010 (DRAFT)



## Winter team leagues and 3-day tournaments are most popular events

<b>1. Have you participated in any of the following during the past two squash seasons? Check all that apply.</b>	
The winter team leagues	47%
3-day tournament (i.e. Grand Open or Hyder Trophy)	33%
I have not participated in any MSRA events during the past year because:	29%
A party or social event	29%
Organized round-robins (i.e. women's nights, MSRA/StreetSquash round robins, etc.)	27%
2-day tournament (i.e. Big Apple Open, New York Open)	23%
1-day tournament (i.e. Season Opener, Winter Warmup)	12%
Rules and refereeing clinics, or beginner instruction clinics	5%
Doubles squash league	5%

## Intent to participate in tournaments much greater than other events

2. For each of the events below, please rate your likelihood of participating during the 2010-2011 squash season.					
	Not likely to participate	Less likely to participate	Not sure	Somewhat likely to participate	Highly likely to participate
Multi-day weekend tournaments (i.e. Grand Open, Hyder Trophy)	33%	9%	11%	26%	21%
Informal, 2-3 hour round robins	31%	10%	13%	28%	19%
Single-day tournaments (i.e. Season Opener, Winter Warmup)	31%	9%	17%	28%	16%
Social events and mixers	33%	13%	16%	26%	13%
Organized training & drilling sessions	35%	13%	14%	28%	10%
Doubles squash tournaments	53%	12%	14%	14%	7%
A doubles squash league	56%	9%	19%	11%	6%
A junior squash camp	88%	6%	1%	3%	3%
An adult squash camp	53%	14%	9%	22%	3%
Instructional clinics for beginners	92%	4%	1%	3%	0%

## Doubles players generally fine with either single-sex or mixed players

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3. Would single-sex or mixed-doubles events be preferred?			
	Response Ratio		
Not a doubles player	45%		
Either would be fine	36%		
Single-sex preferred	12%		
Mixed-doubles preferred	5%		
Other	2%		
No Responses	1%		

## 68% of people use the website for specific events and news / results

4. How often do you currently visit the MSRA's website?		
		Response Ratio
I visit only for specific events (i.e. signing up for a tournament)	✓	45.4%
I visit regularly to keep up with squash news and results	✓	22.4%
Didn't know about site	✓	11.5%
Never	✓	10.3%
Other	✓	9.0%
No Responses	✓	1.2%

**Site awareness  
could be improved**

## Getting results and finding players are most popular website features

5. Website Features: we are in the process of renovating our website and would like your input on potential new features					
	Not at all interested	Less interested	Neutral	Somewhat interested	Very interested
Seeing results of latest league matches and tournament results directly on home page	11%	4%	17%	35%	32%
Features for member to find an opponent for friendly matches (i.e. a Find-a-Player function)	17%	8%	21%	28%	25%
Allowing registered users to send email to each other	19%	10%	26%	31%	14%
Version of site optimized for mobile devices	27%	9%	27%	24%	13%
Ability to create and manage your own squash ladder	27%	11%	25%	25%	11%
Ability to create and manage your own round robin	28%	12%	24%	25%	10%
Access to a squash-oriented social network	28%	17%	26%	20%	9%
Member-led forums and discussion boards for squash and squash-related discussions	24%	14%	25%	28%	8%
Viewing and interacting with member submitted media (i.e. photos, videos, etc.)	29%	11%	29%	25%	6%
Ability for members to create and administer their own squash-related blogs	36%	19%	32%	11%	2%

## Additional quotes from users on the website

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**"One thing that I have hoped for is that pictures and news of winners and participants in tournaments be readily available. I won one of the Hyder tournament levels and have not yet been able to find the picture taken of me and my opponent."**

**"I think the society should contact vendors and negotiate discounts on squash gear. That would make members visit and use the site more. The vendors could then have ads on the site"**

**"I think the site's current content and features are fine. The user experience / navigation is terrible. Please focus on that... Also, the log in system is difficult to use."**

# Email & newsletters best way to reach people with squash-related content

6. What is the best way to reach you with local, squash-related content?				
	Not a good way to reach me	Acceptable	A better way to reach me	An ideal way to reach me
Text emails about a specific event	12%	30%	16%	42%
Formatted newsletters	19%	43%	18%	19%
Facebook	68%	14%	9%	8%
Text messages to your mobile device	69%	18%	8%	5%
US Mail post for certain events (i.e. large tournaments)	43%	41%	10%	5%
Don't send me anything, let me go to your website/social media page.	53%	38%	6%	3%
Twitter updates	93%	5%	1%	1%

## 82% content with the frequency of emails from MSRA

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	Response Ratio		
I am content with the amount of email I receive	82%		
The MSRA, at points during the year, sends too many emails	7%		
Other	4%		
I don't receive MSRA emails	4%		
No Responses	3%		
The MSRA sends too many emails	<1%		

# Not overwhelming interest in bringing back the yearbook

Some appetite for an electronic version

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8. The MSRA once published an annual hardcopy book with content such as results for the year (i.e. from leagues, tournaments, etc.) as well as news articles and other content. Would you be interested in this kind of hardcopy yearbook?	
	Response Ratio
I have no interest in a hardcopy yearbook	43.60%
This kind of content is good, but publish an electronic version, only	21.80%
Yes, bring it back	18.10%
I am indifferent or have no opinion on a hardcopy yearbook	11.50%
No Responses	3.00%
Other	1.80%

# Majority support the name change and logo rebrand

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	Response Ratio		
Yes, I would support this name change and logo rebrand.	53.30%		
Perhaps, but I need more information and context.	30.90%		
No, I would not support a name change and logo brand. Keep the same.	12.10%		
No Responses	3.60%		

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