**Technology Stack for Martin Tennis & Pickleball Academy**:

**Front-End**

1. **HTML, CSS, JavaScript**:
   * Perfect for creating responsive and interactive layouts like your homepage.
2. **React.js**:
   * A powerful front-end library for building user interfaces, especially dynamic elements like carousels, forms, and feature interactivity.
   * Ideal for the modular structure of your homepage.

**Back-End**

1. **Node.js** with **Express.js**:
   * Efficient for managing APIs and server-side logic.
   * Ideal for handling login systems, form submissions, and backend integration.
2. **Authentication**:
   * Use **JWT (JSON Web Tokens)** or **OAuth2** for secure login functionality for parents and players.

**Database**

1. **PostgreSQL**:
   * Robust for managing structured data, such as user accounts, lesson schedules, and testimonials.
   * Excellent for handling relational data efficiently.

**Hosting**

1. **AWS** or **Google Cloud Platform (GCP)**:
   * Scalable hosting solutions for your website.
   * Features like S3 for static file storage (e.g., images, videos) and Lambda for serverless functions.

**Media Hosting**

1. **Cloudinary** or **AWS S3**:
   * Perfect for hosting and optimizing images and videos like training highlights or remote camera feeds.

**CMS for Content Management**

1. **Strapi** (headless CMS):
   * Enables easy updates for blog posts, testimonials, and upcoming events.
   * Integrates seamlessly with React.js.

**Analytics and Monitoring**

1. **Google Analytics**:
   * To track user interactions on your homepage.
2. **New Relic** or **Datadog**:
   * To monitor performance and server health.

**Additional Tools**

1. **Stripe** or **PayPal** (if payment integration is required for program fees or merchandise).
2. **SendGrid**:
   * For managing newsletters and email campaigns from the signup form.

This stack ensures scalability, performance, and maintainability while keeping costs efficient. Let me know if you'd like detailed implementation steps!