

Engaging, activating and retaining an inclusive tennis community!



Presented by Eric Driscoll & James Maimonis





Tennis Trivia



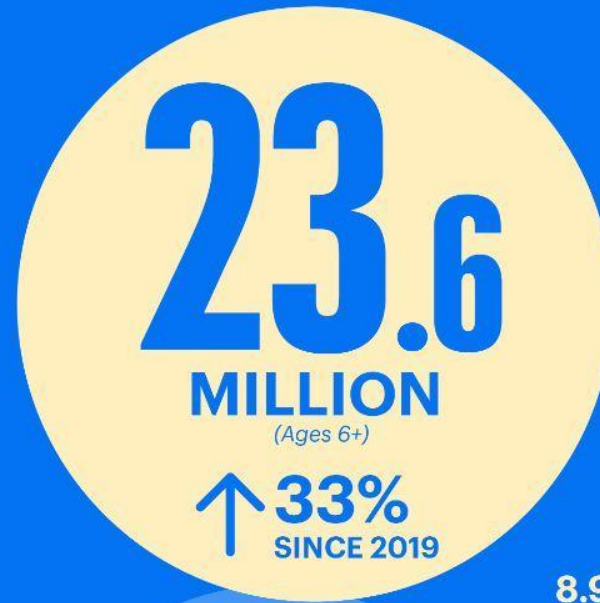
Tennis is boooooming.

Tennis has enjoyed three consecutive years of significant growth. Those who do play are playing more often.

The number of people playing tennis is more than the combined number of people playing pickleball, badminton, racquetball and squash.*



U.S. TENNIS PLAYERS



NEARLY
50%
OF TENNIS PLAYERS
ARE CORE PLAYERS



519M
TENNIS PLAY
OCCASIONS
↑ **34% SINCE 2019**

*Source: Physical Activity Council Study on Sports and Physical Activity (PAC) administered by Sports Marketing Surveys USA and the Tennis Industry Association Participation and Engagement Study (PES).

All In for Inclusion.

Tennis participation has seen dramatic growth among diverse populations.*



GROWTH OVER THE LAST THREE YEARS



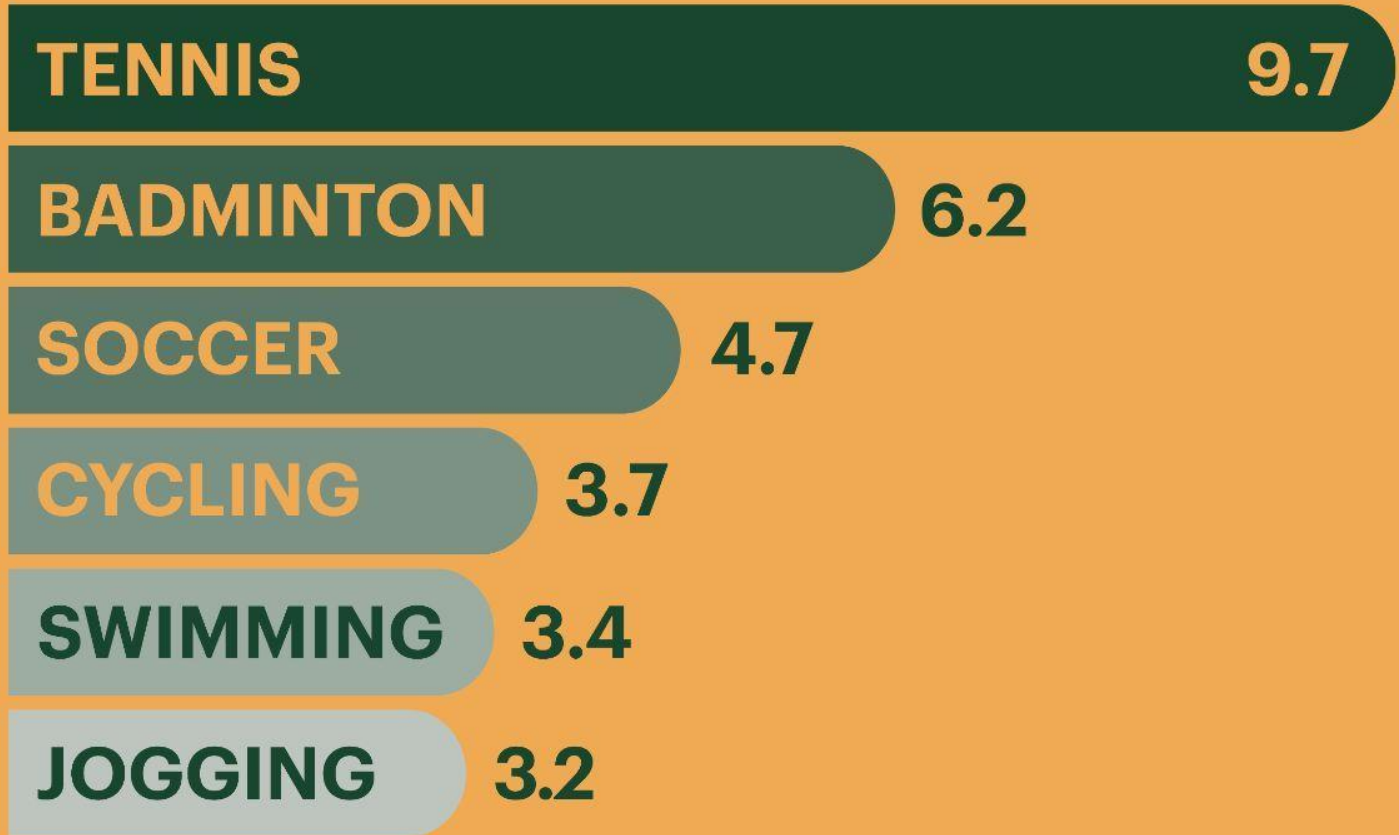
Percent of diverse
U.S. tennis players



*Source: Physical Activity Council Study on Sports and Physical Activity (PAC) administered by Sports Marketing Surveys USA and the Tennis Industry Association Participation and Engagement Study (PES).

Play tennis, live longer... 10 years longer.

Tennis adds nearly 10 years to your life, more than any other sport or activity.



Tennis is goooooood for you.



Healthy Beats

Tennis improves heart health.



Healthy Pals

Tennis helps build and keep friendships.



Healthy Skills

Tennis improves coordination, agility and balance.



Healthy Thoughts

Tennis promotes mental well-being.



Healthy Bodies

Tennis increases fitness levels.



Healthy Vibes

Tennis raises self-confidence and lowers tension.

Tennis is so goooooood for you.



Reduce Stress

Tennis helps you deal with physical, mental, social, and emotional challenges, and increases your capacity to deal with stress



Learn to Solve Problems

Tennis is a sport that is based on evaluating angles, geometry and physics to get the best result, which translates into better problem-solving off the court.



Increase Brain Power

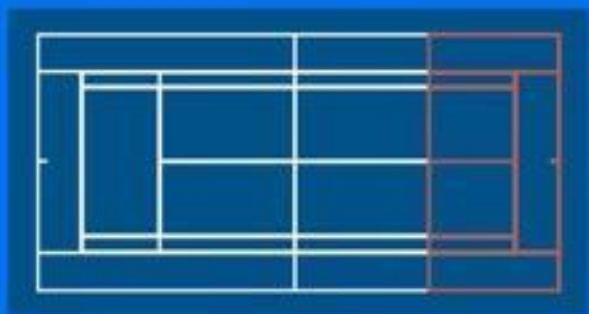
From alertness to tactical thinking, tennis enhances the neural connections in your brain. Kids who play tennis regularly get better grades.

How Tennis Has Changed Over the Past 10+ Years

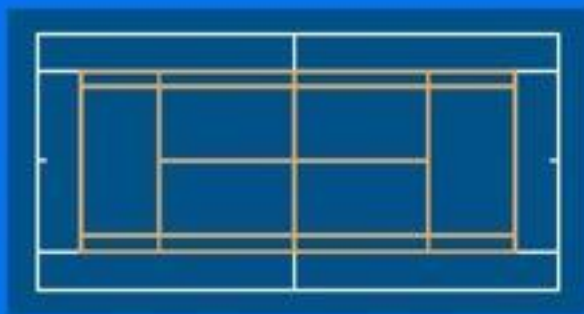
Programming

Equipment

Courts and balls aged right for ability



36'



60'



RED

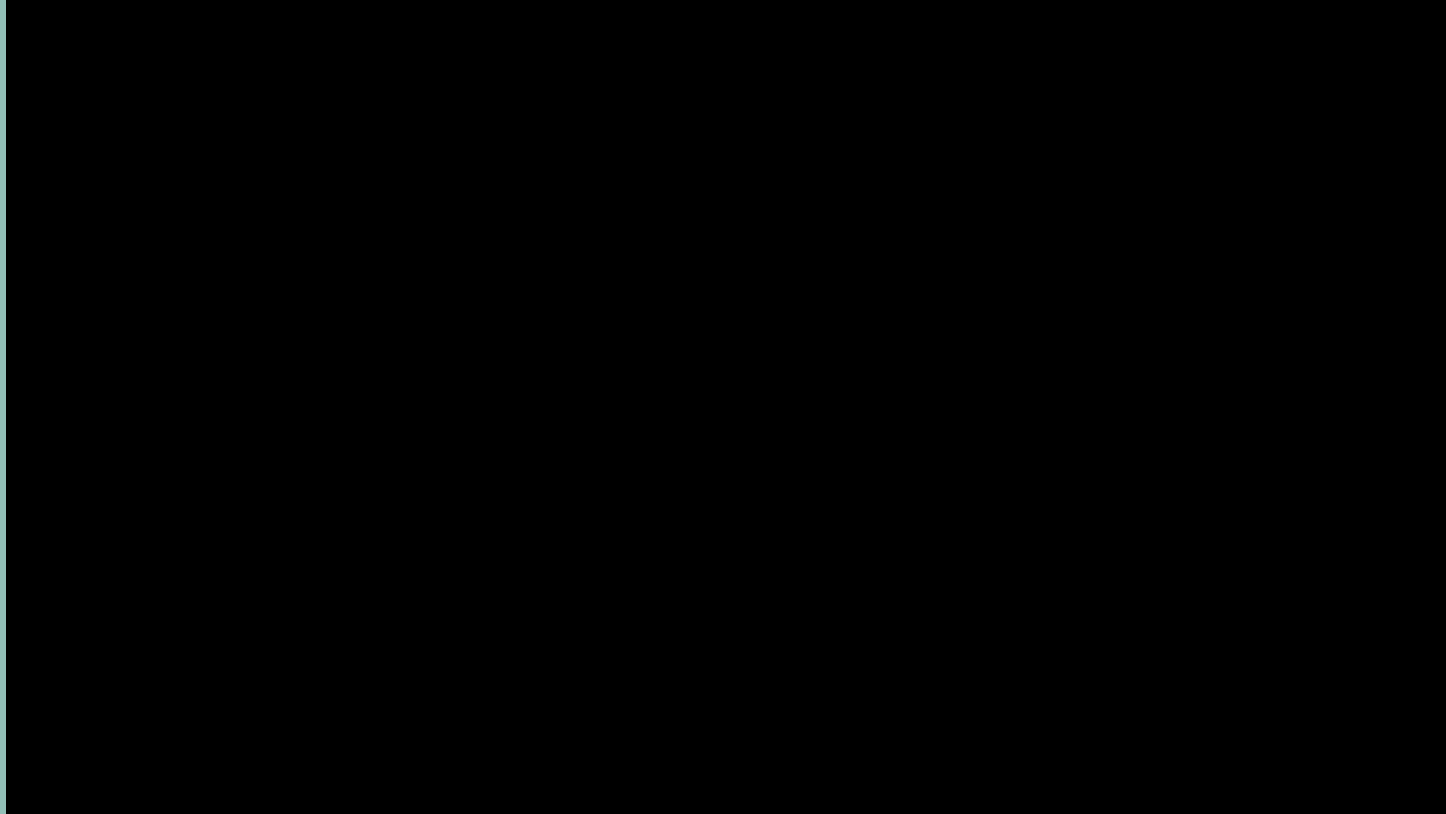


ORANGE



GREEN

Tennis in the Parks



Tennis in the Parks Quick Facts

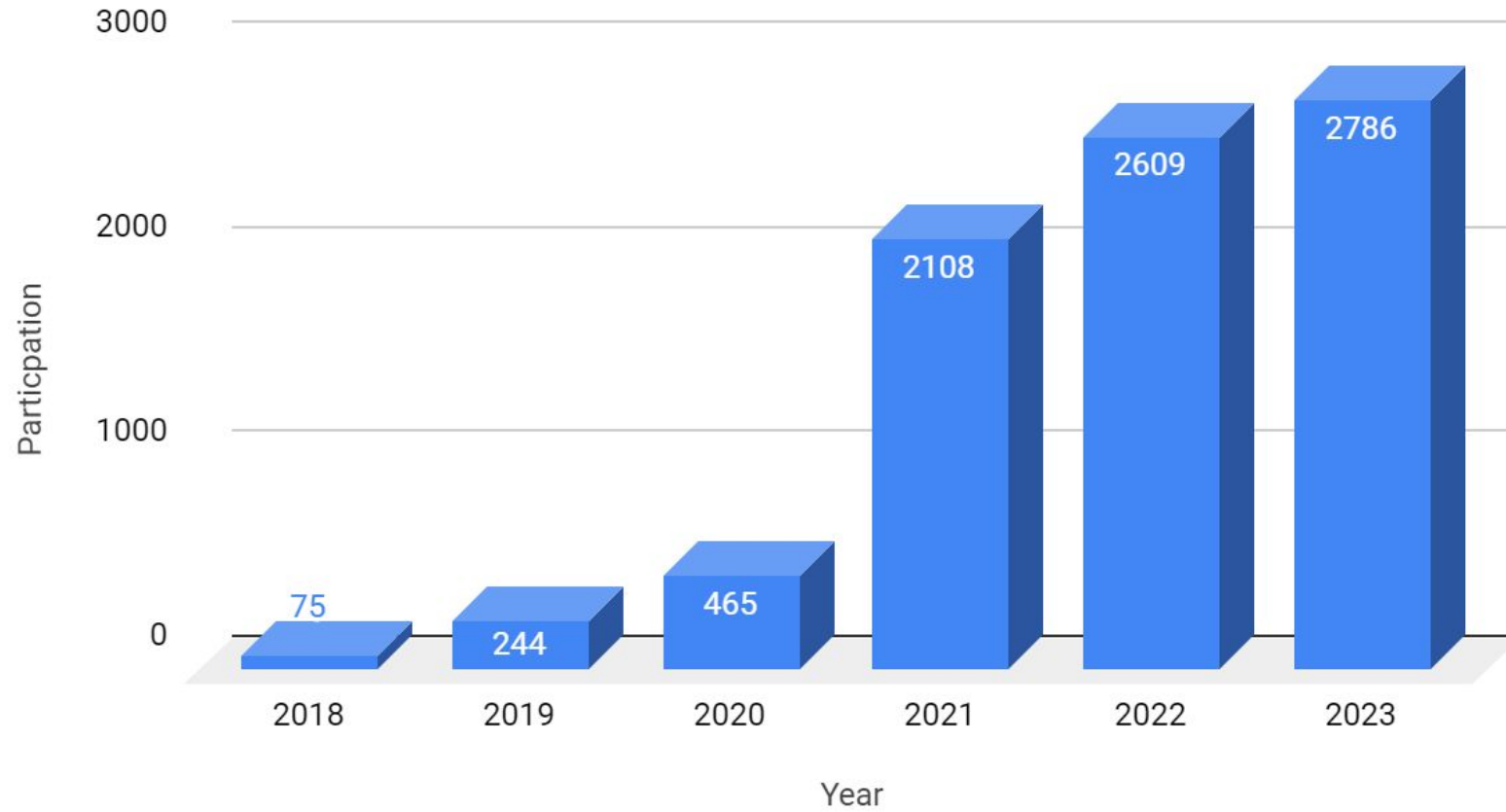
- **Developed out of identified needs & wants of recreation depts.**
- **All players receive an age-appropriate racquet!**
- **Program pricing is flexible and a portion of the revenue goes to the recreation department.**
- **The goal is to offer the program at an affordable and accessible cost.**
- **Program fees range from \$65-\$80 (youth) and \$75-\$90 (adults).**
- **Recreation partners advertise program typically accept registrations.**
- **We hire coaches & pay between \$25-\$30/hour, provide curriculum, training and equipment.**

Tennis in the Parks Quick Facts

- Youth programs typically consist of 6 one-hour classes.
- Adult programs consist of 6 one-and-a-half-hour classes.
- There are three age groups for youth programs.
- Program scheduling is flexible based on season, department needs and coach availability.
- All coaches are required to be background screened and Safe Play approved
- Programs are generally offered during the following timeframes:

Spring (May - June)
Summer (July - August)
Fall (September - October)

Tennis in the Parks Participation by Year

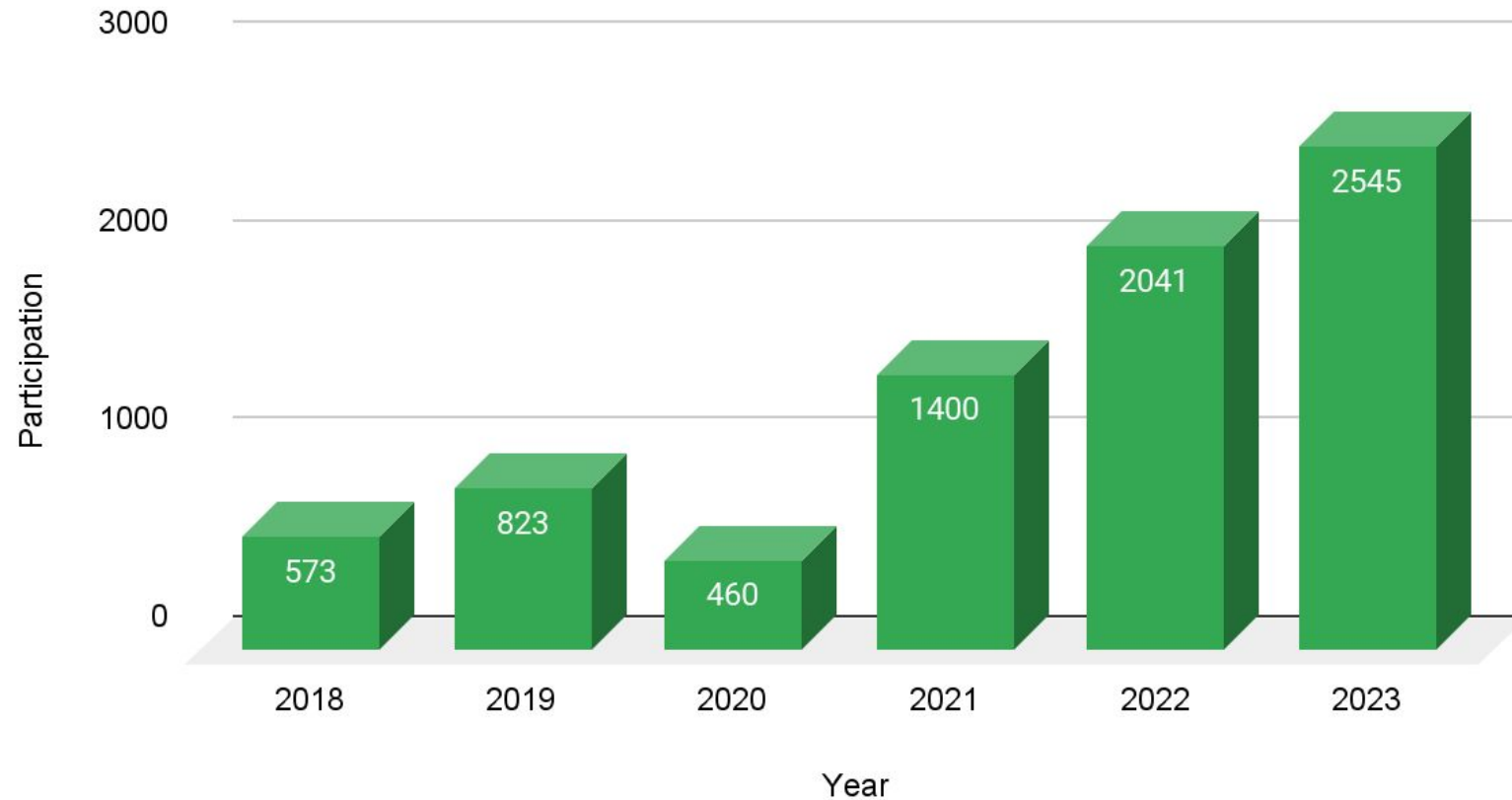


Started with two recreation department partners and has grown to over 60!

Social League Quick Facts

- Seasons are typically 7 weeks (tennis balls provided by USTANE)
- Can be run spring, summer or fall
- Sign up individually and become part of a team with a captain (Fee \$75)
- All players receive a gift, and site coordinators, captains and winning team members receive a prize as well
- Players of all levels are welcome as long as they are ready for match play (i.e., they can serve, rally and keep score at a minimum)
- Park & Rec benefits
 - Receive share of revenue split
 - Offer the community an affordable, casual and organized way to get more involved in tennis

Social League Participation By Year



Since 2018, the program has grown from six recreation partners to 31!

Getting tennis started in your community

- **Tennis in the Parks & Social Leagues**
- **USTA Schools Program**
 - **No cost to teachers no tennis courts required**
 - **Free standards based curriculum & equipment kits**
- **USTA Net Generation coaching curriculum, resources & app available to everyone that is Safe Play approved. Including wheelchair & adaptive.**
- **Rec staff could be trained to offer during summer camps
(You don't need tennis courts)**
- **Survey your community about tennis and/or pickleball**
- **Show court usage and identify/create advocates for program and facilities**
- **USTANE Staff, USTA Venue Services, & USTA Advocacy Handbook**

TENNIS VENUE SERVICES: 2024 GRANT FUNDING

Category 1

Basic facility improvements, including fixed court amenities and blended 36' or 60' tennis line installation on existing courts.

USTA Contribution

Up to 50% of total project cost (\$5,000 maximum)

Category 2

Resurfacing of existing 36', 60' and 78' tennis courts. Converting an existing 78' court to standalone 36' courts. Fencing costs.

USTA Contribution

Up to 50% of total project cost (\$35,000 maximum)

2 - 3 courts = \$ 5,000 - \$12,500 max
4 - 8 courts = \$12,500 - \$25,000 max
9+ courts = \$25,000 - \$35,000 max

Category 3

New construction or existing facility reconstruction of 36', 60' and 78' tennis courts. Lighting costs.

USTA Contribution

Up to 50% of total project cost (\$55,000 maximum)

2 - 3 courts = \$15,000 - \$25,000 max
4 - 8 courts = \$25,000 - \$40,000 max
9+ courts = \$40,000 - \$55,000 max

****ADDITIONAL FUNDS MAY BE AVAILABLE FOR INDOOR PROJECTS***

TENNIS VENUE SERVICES: Update

2022

830 NEW INQUIRIES

\$740K GRANTS AWARDED

2023

836 NEW INQUIRIES

\$1.43m GRANTS AWARDED

TENNIS VENUE SERVICES

ADVOCACY SUPPORT



- Industry Trends
- Pickleball Strategy
- Advocacy Collateral
- Educational Resources
- Connection with Decision-Makers
 - Park Directors
 - Mayors' Offices
- Connection with USTA Section / District
- Consultation

BUSINESS SERVICES



- Business Model Review
- Financial Estimate & Review
- Cost Recovery
- Concessionaire RFP Reviews
- Sample Job Descriptions
- Economic Impact
- Feasibility / Market Analysis Studies
- Facility Management

TECHNICAL SERVICES



- Site Specific Concepts
- 3D Renderings
- Design Review & Consultation
- Construction Document Review
- RFP and Contractor Bid Review
- Field and troubleshoot technical questions
- Share industry insights into products, materials, and construction methods

PARKS SUPPORT



Park Agency Tennis Assessment

Comprehensive assessment of tennis delivery within a Park agency. The assessment reviews:

- Parks organizational structure and management
- Community impact per site
- Programming per site
- The physical condition of infrastructure per site

USTA Statement Of Guidance

PUBLIC FACILITIES APPROACH TO TENNIS AND PICKLEBALL

As the national governing body for the sport of tennis in the United States and in concert with park professionals, we are putting forth a Statement of Guidance for the development, expansion, and renovation of public facilities and spaces related to tennis and pickleball. This guidance is presented within the context and understanding that tennis and pickleball are currently experiencing significant participation increases throughout the country and that both have ardent supporters advocating for their respective sport. We offer the following as a Statement of Guidance.

PARTICIPATION STATISTICS

- **Tennis** – The 2021 total of 22.6 million tennis players is a 4.5% increase from 2020 and a 27.9% increase from 2019 (4.9 million additional players over that 2-year span).
- **Pickleball** – The 2021 total of 4.8 million pickleball players is a 14.3% increase from 2020 and a 39.3% increase from 2019 (1.36 million additional players over that 2-year span).

OPTION #1: SPORT-SPECIFIC SITES

With citizen participation for both sports at all-time highs and trending toward continued growth, the ideal solution to increased demand is the development and/or expansion of sport-specific public sites. The development of tennis and pickleball facilities as singular-focused sport-specific sites and courts will provide optimum opportunity for use, harmony, and revenue generation for each sport that may be unavailable in shared-use scenarios. These facilities should be offered either as one central facility complex or as separate sport-specific developments to best meet the needs of the citizens.



OPTION #2: NON-TRADITIONAL SPACES

In the event that Option #1 is not possible, both tennis and pickleball can be played and enjoyed by citizens in non-traditional spaces. Look at all public hard surface areas for possible conversion, such as multi-sport court sites and/or vacant parking lot locations. When contemplating any type of conversion affiliated with public facility infrastructure, safety must be at the forefront of all considerations.



OPTION #3: SHARED USE OF TENNIS FACILITIES

In the event that Options #1 and #2 are not possible, in the interest of equitable offerings for both tennis and pickleball, shared usage through blended lines on existing tennis courts is advisable for park locations of two (2) or fewer tennis courts. For park locations of three (3) or more tennis courts, every effort should be made to utilize Option #1 or #2 due to the sustained growth and increasing public demand for both sports.

As you move forward with any decisions, or if you have any questions throughout the process, we would like to reiterate that we are here to serve as a consultative resource to you.

For further information contact:
United States Tennis Association (USTA) - Facilities@usta.com

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Guidelines for blended playing lines:

- Utilizing standalone pickleball courts for tennis play
- Utilizing blended pickleball lines on two (2) or fewer tennis courts



Small

- 4 Tennis
- 4 Pickleball
- 3 Acres





Questions??

The court is yours!

