

Advocacy on the Ground

Ideas for advocating for tennis to Town/City Councils & Parks & Recreation Departments year-round....every year. Lay the groundwork so that when you advocate for more courts and more programs, they know who you are and what great things you do through tennis in your community.

Background of this Presentation

Me:

- Started playing tennis at 41
- Asked to help with a charity tournament for hospice that needed some organization
- Started with WWTA board as a contractor in 2010 for non-USTA (smaller) leagues then became the Community Coordinator in 2011. Named ED in 2015 and became a full-time employee.

Presentation content is based on my experience in 5 small towns – every area is different.
Approximate town populations in WWTA area:

Morrisville – 30,000

Fuquay-Varina – 34,000

Holly Springs – 41,000

Apex – 59,000

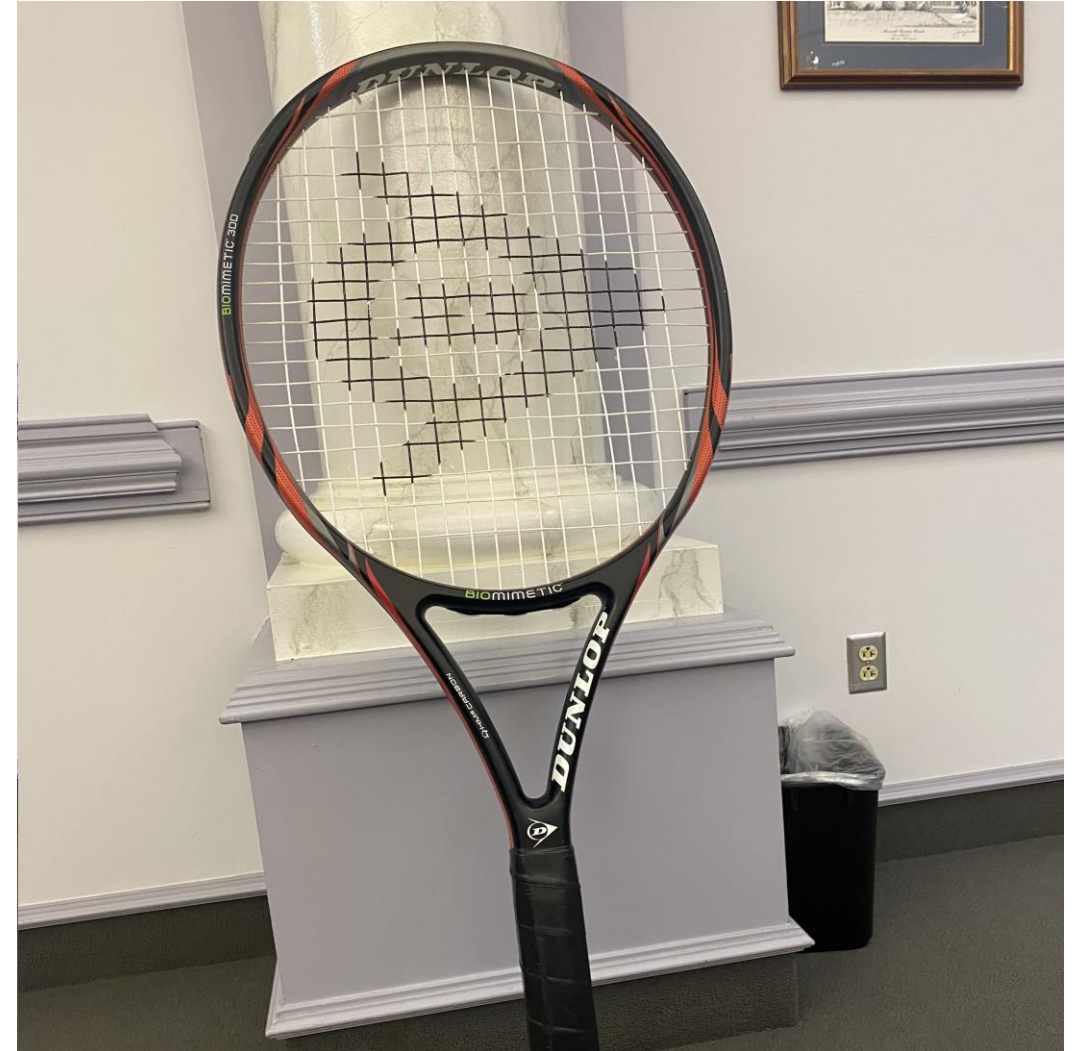
Cary – 175,000

General Tips For Advocacy

You already know the issues and who the partners/alliances are. Hopefully, you and your CTA have built alliances and if you haven't, start now!

- Know your facts. Do your research.
- Listen to the people you want to help and listen to the entity you are advocating to.
- Engage the community
- Build relationships
- Build relationships
- Don't give up
- Don't give up

Advocating is not a one and done! This is a year-round process.



What/Who Do We Advocate For?

Advocacy is defined as any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others.

Advocacy comes in many forms and with many opportunities. By advocating for one group/need we are actually advocating for all groups/needs. Here are some of the examples of broad categories we should be looking for ways to advocate for:

- Your CTA
- Players/Community
- Facilities/Municipalities/Parks & Rec Departments
- USTA

Possible Ways to Advocate

Your CTA – Brag!

- Monthly Newsletters
- Social Media
- Captains' Meetings (WWTA takes the first 5-7 minutes)
- Year End Recap (we have a President's Letter)

Players/Community – Make sure your Facilities/Municipalities/P&R Departments know the benefits of tennis and needs of the community

- Educate
- Attend Council Meetings
- Emails with information about tennis in the community

Facilities/Municipalities/P&R Departments – Make sure they reap the benefits of tennis – financially and altruistically

- Support their current programs
- Help grow their programs
- Appreciation baskets and/or swag
- We want to be a partner with them

USTA – Run great programs and brag about them too!

- Support their mission
- Educate



Town Council and P&R Research

Research Town/City demographics

- Kenetica is a good resource for this

Review town/city website

- Who is on town council? When do they meet?
- Who is on Parks Advisory Board? When do they meet?
- How many courts do they have?
- How do they deliver tennis?
- Review their Masterplan

Reasons To Go To Town Council Meetings

Look for reasons to go to Town/City Council Meeting that don't involve asking for something. Here are a few:

- Awards
- Thank you for new courts
- Thank you for adaptive programs
- Thank you for a great P&R Department partnership
- New Programs
- National Tennis Month
- General Tennis Education



Reasons To Email Town Council and P&R Staff

Email your Town/City Council Members and P&R to keep them thinking about tennis and how you are supporting them and the community. Here are a few:

- Awards
- Thank you for new courts
- Thank you for adaptive programs
- Thank you for a great P&R Department partnership
- New Programs
- National Tennis Month
- General Tennis Education
- Year End Letter



Knowledge is Power – Share It

2023 USTA CENTRAL LEAGUES	
3,218 Matches	11,154 Courts Used
36,924 Total Participants Playing Matches	
781 Adult Teams of 9 to 15 Players	

- In many cases, you are presenting/advocating to non-tennis players
- Educate Municipalities/P&R Departments on “how tennis is played” – more of a programmed sport
- Research demographics of your area (Kenetica is a great new tool for this)
- Outline how revenue can be generated
- Benefits of Tennis (several USTA slides at the end of this presentation)
- Provide LOCAL information

Educate!

Suggested Products & Services

- After school tennis & tutoring
- Youth Development Instruction
- Adult Development Instruction
- Adult Team Coaching
- Private Instruction
- Junior Team Tennis
- Adult USTA Leagues
- Adult Local Leagues
- Private Instruction
- Challenge Ladders
- Pro Shop
- Tournaments/Events
- Ball Machine Rentals
- Court Reservations
- Socials
- Senior Play Days
- Fundraisers
- Concessions
- Practice Wall

There are lots of ways to support the community and generate revenue

Educate!

Sample Fees/Revenue Potential

These are only examples to show income potential and not intended to be prices set by the Town of Holly Springs

- **Adult Leagues:** Court fees could be team fees (depending on courts needed for each league) or per person.
 - Determine per hour use /court time for season(see below) or per person rate (\$15 per Holly Springs Resident, \$18 non-resident)
 - Immediate potential could be 6-8 teams per season (spring, summer, fall, fewer in winter)
- **Junior Team Tennis Leagues:** Would depend on if clinics were associated with the league fee.
- **Clinics & Lessons:** \$50 per hour
- **Court Rentals/Reservations:** \$3 per hour for residents, \$4 per hour non-residents.
- **Ball Machine Rental:** \$10 per hour
 - Popular piece of equipment. Immediate potential of 10 to 20 rentals per week.
- **Camps:** Junior Track Out and Summer Camps associated with other activities or tennis only
 - One week ½ day - \$125 8 to 10 kids per session
- **Pro Shop –** Racquet stringing (approximately \$30 depending on string purchased), shoes, racquets, tennis apparel, Holly Springs logoed apparel

Programming the courts generates revenue

Educate!

Sample Comprehensive Programming for 8 Courts

After establishing tennis in Holly Springs - Average week (no special events)

	9:00 am to noon	Noon to 4:00 p.m.	4:00 p.m. to 6:00 p.m.	6:00 p.m. to 10:30 p.m.
Sunday	Walk up play (8)*	League matches (5) Walk up play (2) Lesson/Clinic (1)	League matches (6) Walk up play (2)	Walk up play (8)
Monday	League matches (5) Lessons/clinics (1) Walk up play (2)	Track out camps (2) Lessons/Clinics (2) Walk up play (4)*	Junior clinics/lessons (2) Lessons/clinics (2) Walk up play (4)	League matches (5) Lessons/clinics (1) Walk up play (2)
Tuesday	League matches (6) Lessons/Clinics (1) Walk up play (1)	Track out camps (2) Lessons/Clinics (2) Walk up play (4)*	Junior clinics/lessons (2) Lessons/clinics (2) Walk up play (4)	League matches (5) Lessons/clinics (1) Walk up play (2)
Wednesday	League matches (4) Lessons/Clinics (1) Walk up play (3)	Track out camps (2) Lessons/Clinics (2) Walk up play (4)*	Junior clinics/lessons (2) Lessons/clinics (2) Walk up play (4)	League matches (5) Lessons/clinics (1) Walk up play (2)
Thursday	League matches (6) Lessons/Clinics (1) Walk up play (1)	Track out camps (2) Lessons/Clinics (2) Walk up play (4)*	Junior clinics/lessons (2) Lessons/clinics (2) Walk up play (4)	League matches (5) Lessons/clinics (1) Walk up play (2)
Friday	League matches (5) Lessons/Clinics (1) Walk up play (2)	Track out camps (2) Lessons/Clinics (2) Walk up play (4)*	JTT matches (4) Junior clinics (2) Walk up play (4)	JTT matches (4) Walk up play (4)
Saturday	Lessons/clinics (4) Walk up play (4)	League matches (3) JTT matches (4) Walk up play (1)	League matches (5) Walk up play (3)	League matches (3) Walk up play (5)

Number of courts will vary for league play – for spring, 5 courts are needed for USTA. When 6 courts are shown, that means there are two matches going on simultaneously so the match has a staggered start so each match is starting 3 courts followed by the other two courts to complete the match.

* No court fees for these times

Schools



- Advocating to and for schools is another avenue to advocate for tennis
- School board policies play a huge part in what you can do
- Wake County is very difficult to work with –
 - No access to courts unless a joint-use agreement exists with town
 - We did put youth tennis equipment in every elementary school for PE and 30 gently used adult racquets in high schools for PE
- Partnering with schools would be a great avenue to advocate for courts and programs (if you don't live in Wake County North Carolina)

The P Word

Pickleball players deserve a place to play – just not on tennis courts

Defense!

Defend courts with the facts

Defend courts with proven research on participation and health benefits

- While pickleball is a growing sport, so is tennis. Dedicated pickleball courts and dedicated tennis courts are a great solution to the supply and demand in our area
- The physical, mental and social benefits of tennis have been proven over a long period of time and the recent study of tennis adding 9.7 years to your life cannot be claimed by pickleball.

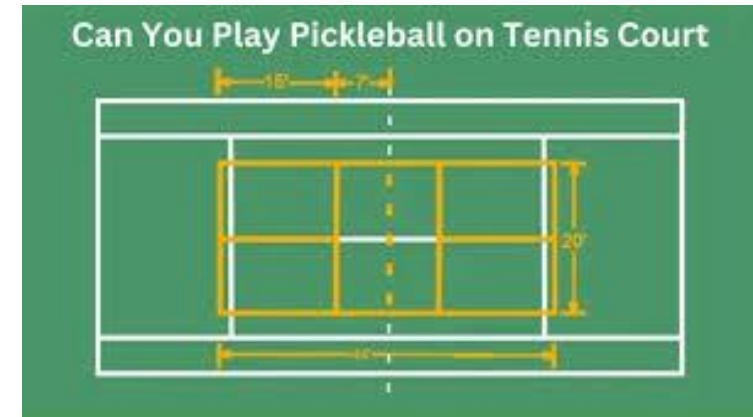
Defend with differences in court sizes/nets etc.

- Standard size tennis courts have different net heights that would need to be addressed at some point if used for pickleball. The center of the net at the strap is 34" for PB and 36" for tennis. These differences will cause increased damage expense over time.
- The posts, which do come into play, are 3' for PB and 3'6"

Defend with differences in how the games are played and why playing side by side is not a reasonable option

USTA does not allow tennis to be played on courts lined for other sports. Adding lines to tennis courts to accommodate pickleball actually limits the town's programming options and revenue stream.

Addition by subtraction is a dangerous precedent to set



The answer is NO!

From Good Read Spotlight – NRPA article:

DON'T: Convert tennis courts for pickleball use. Talk with the tennis population to find out about numbers of players, when they use the courts and how. If there are existing leagues, lessons or even regular players, you don't want to alienate them and drive them out of your park. It is far better to build new courts to host pickleball than to set yourself up for problems and conflicts down the line.



President's Year End Letter

2023 Western Wake Tennis Association Year in Review

"Participation is a way of giving back to the community that has given so much to us." -John C. Maxwell

Words will be the format this letter uses to express how 2023 has looked for our tennis community here at Western Wake Tennis Association. But the really impressive stuff comes from action. That is where the above quote comes in to play. Participation is what continues to stand out to me in 2023. Western Wake continues to be an active, growing, generous and fun community to be involved in.

First let us celebrate a community award. **USTA-NC awarded WWTa the Adaptive Tennis Award** for demonstrating sustained commitment to enhancing and growing adaptive tennis programs for intellectually disabled athletes. This award was due to our large volunteer program here at WWTa that supports the adaptive programs in our community, including Abilities Tennis and the newly added Unified Doubles program . Thank you volunteers!

We are proud to have numerous individual achievements as well. Including our Wheel Serve Wheelchair Program in partnerships with Town of Cary that boasts two top national wheelchair players, and the many adult teams that have represented our area at States and Nationals! Go Central!

League programs are enjoying success as well. Junior Team Tennis growth is up and the Adult programs are thriving. In **2023 we had 781 Adult teams, 36,924** participants and 3,218 matches! That breaks down into 11,154 courts used. It is good timing that we had new courts open in Apex and Morrisville with additional courts in Cary opening soon. It is always exciting to test out new courts, watch the matches or enjoy the programs like Try Tennis being held.

Generosity in action is always heartwarming and fulfilling to be part of. And our tennis community is generous. Our **Charity Classic raised \$13,500** for Transitions Life Care and **\$3,000 for our Youth Scholarships**. In addition to raising money WWTa was able to donate and/or support great causes in the community like **Prestonwood's Pink Day, MacGregor's Pretty in Pink and Lochmere's Raise a Racket thanks to your involvement**.

What strikes me after writing all of this is how impressive and engaging the participation is in our tennis community. The facilities in our area step up and join us, participating in meaningful, enjoyable programs and events. The opportunities our facilities offer help players enjoy the many physical, mental and social benefits of tennis - including adding 9.7 years to our life expectancy! Our tennis community gives back and I am proud to say that I am part of that. Tennis brings so many wonderful people and experiences into our lives and I am excited to see what that looks like in 2024.

Thank you for your participation in WWTa and in making our community a special place to play tennis and build community!

Sherene Halko, WWTa President
Laura Weygandt - WWTa Executive Director

Who is your Advocate?

- Full or part-time employee
- Passionate, knowledgeable
- Build long term relationships
- Be well-known to P&R Departments
- Be known to Town/City Councils
- Advocate FOR towns/facilities as well as TO them
- You always want a seat at the table!
- Make a Difference



USTA Advocacy Tools & Info

USTA developed a comprehensive Advocacy Handbook with tools and information for help you advocate specifically for courts and includes the case for tennis, case studies and more:

<https://www.usta.com/content/dam/usta/2023-pdfs/USTA-CTA-Community-Advocacy-Handbook.pdf>

USTA Tennis Venue Services webpage has all the information on providing support for court construction/reconstruction:

<https://www.usta.com/en/home/coach-organize/tennis-support/facility-assistance.html>

USTA Parks webpage has useful information for P&R Departments on programs and other support:

<https://www.usta.com/en/home/coach-organize/organization-facilities/parks-recreation.html>

Advocacy Specialist - Pilot

- PROACTIVE Communications with Local Decision Makers
- Establish and Maintain Relationships
- Organize and Activate your Tennis Community
- Keep your BOD informed
- Tools and Examples Available
 - Kenetica
 - Starter Pack
 - Advocacy Specialist Virtual Calls
- Pilot includes North Carolina, South Carolina & Texas
- Contact Robin Jones - robin.jones@contractor.usta.com



USTA Georgia CTDW

Two Sessions Sunday on Advocacy:

8:30 to 9:30 – Partnering with Parks & Recreation Agencies – Scott Novak

- P&R is in many cases your first stop for advocating

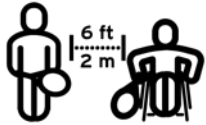
11:00 to 12:00 – USTA Tennis Venue Services – Amelia Storer

Tennis Tools

Tennis Facts



More than 70% of all tennis is played at public facilities and courts, such as public parks and schools



Tennis historically has been a core program for public parks & recreation departments



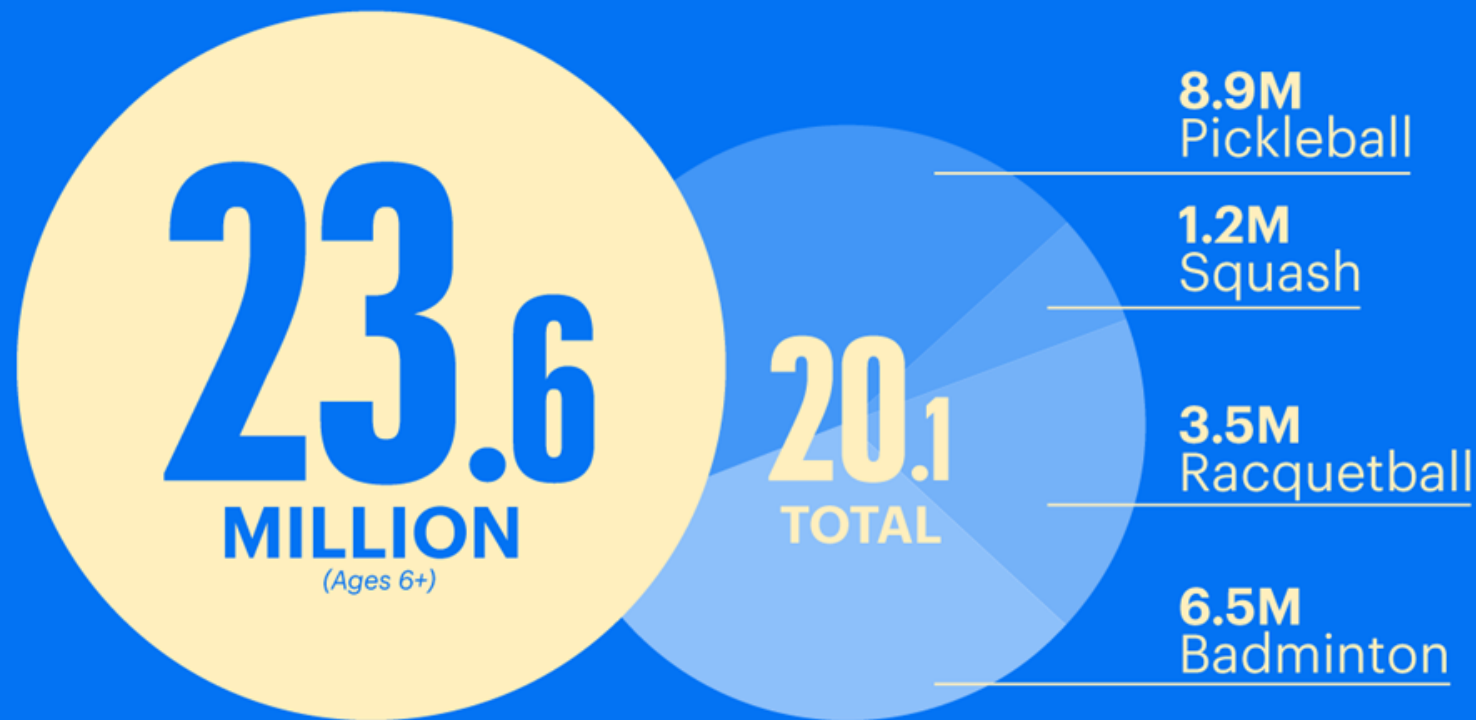
Tennis can be learned at a young age and played for a lifetime

Tennis is boooooming.

The number of people playing tennis is more than the combined number of people playing Pickleball, Badminton, Racquetball and Squash.*

*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).

U.S. TENNIS PLAYERS

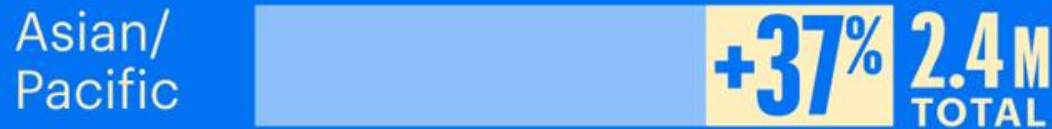
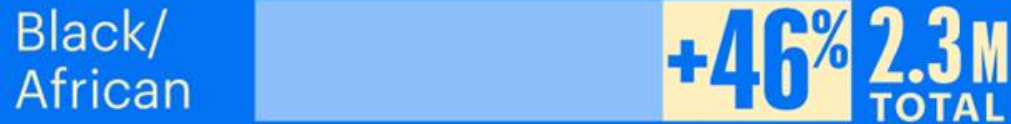


All In for Inclusion.

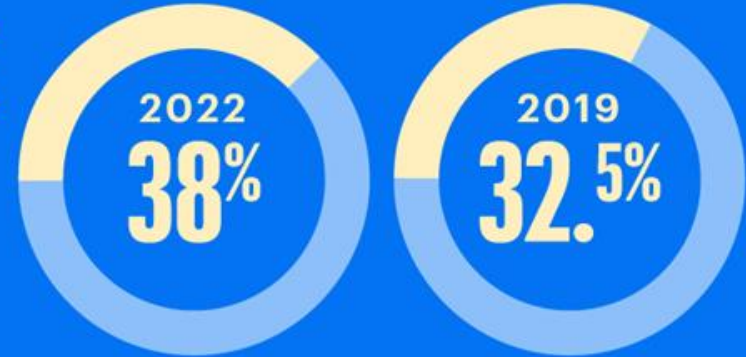
Tennis participation has seen dramatic growth among diverse populations.*

*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).

GROWTH OVER THE LAST THREE YEARS



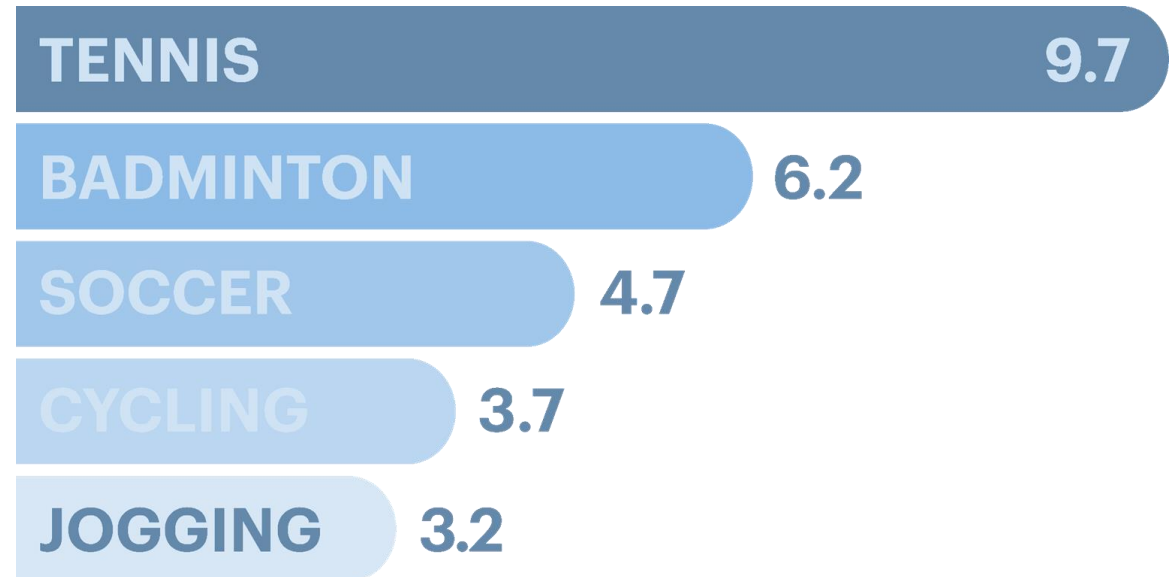
Percent of diverse
U.S. tennis players



Benefits of Tennis








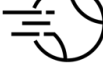
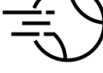

The Benefits of Tennis

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



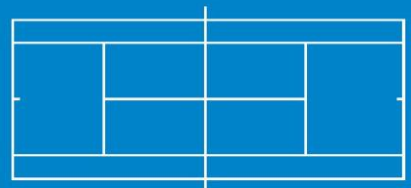
Tennis adds nearly 10 years to your life, more than any other sport or activity.


10 Reasons to Play Tennis: The Sport For a Lifetime

-  Get fit
-  Strengthen heart, muscles and bones
-  Develop hand-eye coordination
-  Live longer
-  Reduce stress
-  Learn to problem solve
-  Increase brain power
-  Enjoy family and friends
-  Improve social skills
-  Develop teamwork and sportsmanship

Top 10 Reasons to Play Tennis

THE SPORT FOR A LIFETIME




 **Your Body**

GET FIT
Lose Weight, Burn Calories
An hour of singles play can burn 580–870 calories.
According to Oja, et al, Brit J Sports Med, 2016

LIVE LONGER
Playing just 3 hours/week will reduce your risk of heart disease 56%.
According to a 2016 Harvard University study

STRENGTHEN HEART, MUSCLES, AND BONES
Compared to other sports, tennis players have the lowest incidence of cardiovascular disease.
40-year study conducted by Johns Hopkins University


DEVELOP HAND-EYE COORDINATION
Playing tennis involves several skills that all contribute to good hand-eye coordination. You can improve your agility, balance, coordination, reaction time and more.

 **Your Life**

ENJOY FAMILY AND FRIENDS
Great for the whole family no matter what your age. With minimal equipment needed and plenty of courts nearby, it's easy to bring a friend or find one on the courts.

DEVELOP TEAMWORK AND SPORTSMANSHIP
From doubles play to team and league play, tennis develops your ability to communicate and work together.

IMPROVE SOCIAL SKILLS
Tennis outperforms all other sports in developing positive personality characteristics.
According to a study by Dr. Jim Gavin at Concordia University

 **Your Brain**

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

INCREASE BRAIN POWER
From alertness to tactical thinking, tennis enhances the neural connections in your brain. Kids who play tennis regularly get better grades.
According to a 2013 USTA study

LEARN TO SOLVE PROBLEMS
Tennis is a sport that is based on evaluating angles, geometry and physics to get best result, which translates into better problem-solving off the court.
In the late 1990s, several experts proposed that tennis, since it requires alertness and tactical thinking, may generate new connections between nerves in the brain and promote a lifetime of continuing brain development. This was supported in John Ratey's book "Spark." Ratey was quoted in USA Today as saying, "A heart-thumping game of tennis can keep the brain in top shape."

Tennis is Fun! Get Started Today!

Let tennis add years to your life — and life to your years!
Go to USTA.com to find a place to play!

Youth Who Play Tennis:

Youth Who Play Tennis

48%
GET BETTER GRADES



73%
ARE BETTER BEHAVED



81%
SAY THEY WILL ATTEND COLLEGE



82%
ARE MORE COMMUNITY-MINDED AND WELL-ROUNDED



ARE HEALTHY AND LESS PRONE TO RISKY BEHAVIORS



TENNIS PARTICIPATION POSITIVELY INFLUENCES THE LIVES OF U.S. YOUTH ACROSS ALL SOCIOECONOMIC LEVELS.

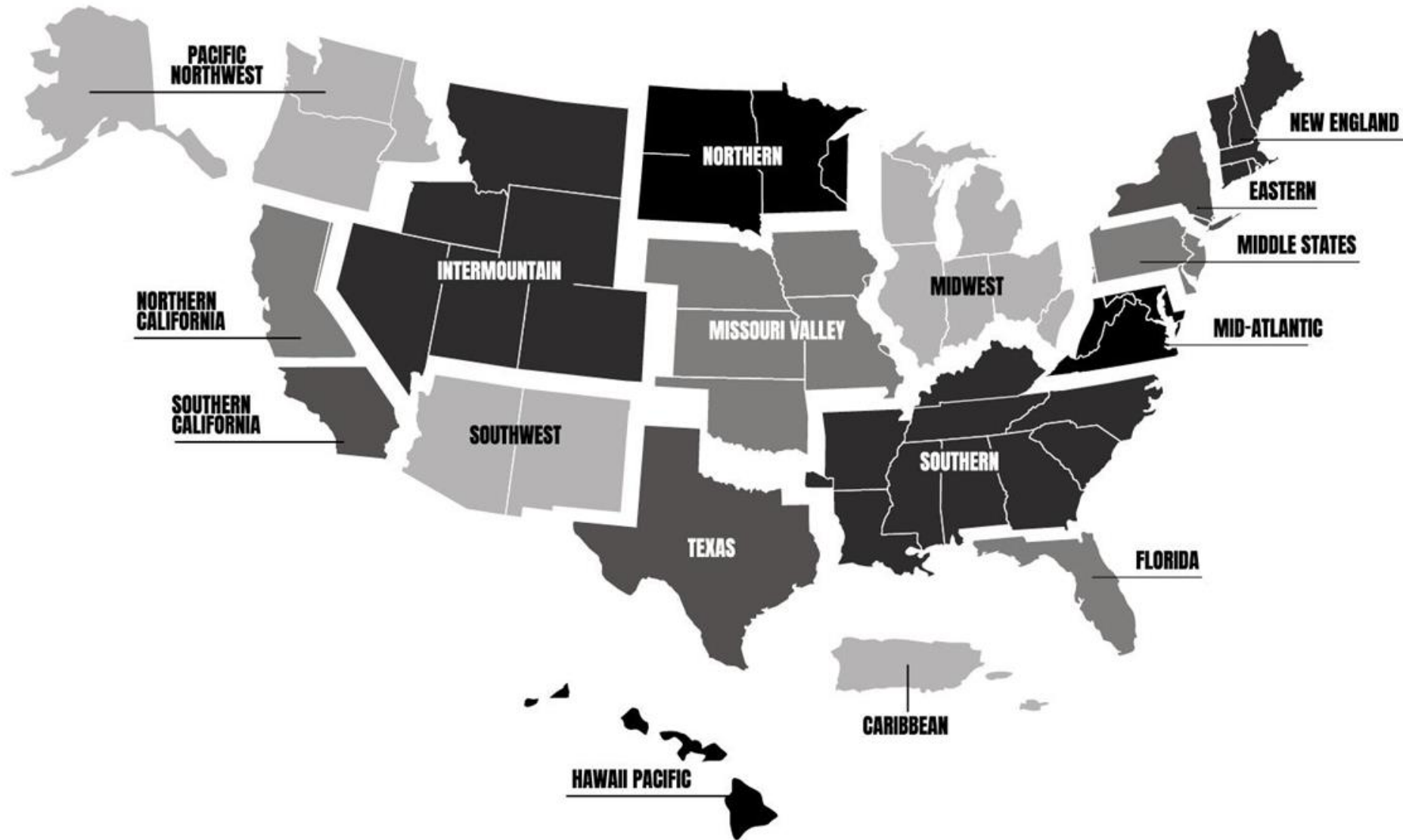
About the USTA

About USTA

- The **national governing body** for the sport of tennis in the U.S.
 - Focused on promoting and developing the growth of tennis at every level
- A **not-for-profit** organization with more than 620,000 members
- **The USTA owns and operates:**
 - The USTA National Campus at Lake Nona, in Orlando, FL.
 - The US Open, one of the highest attended annual sporting events in the world, held at the USTA Billie Jean King National Tennis Center in Flushing Meadows, NY.
- The USTA invests **100% of its proceeds** into growing the game.



USTA Section Map



Together, For Tennis

The tennis industry has come together as **Tennis Industry United** to help drive the growth of tennis. Working together, we can bring the sport of tennis to players of every age and ability.

This initiative provides resources to help:

- Promote the benefits of tennis
- Attract new players and re-engage past players
- Drive greater diversity and inclusion in tennis participation

TENNIS INDUSTRY UNITED

TOGETHER, FOR TENNIS.

FOUNDING MEMBERS

USTA



TENNIS
CHANNEL

USTA Tennis Venue Services Program

Tennis Venue Services Program

The USTA offers:

- Advocacy Support
- Business Services
- Technical Services
- Parks Support
- Digital Tools
- Funding Support
 - Competitive grants are available to facilities for site improvement projects and/or new construction of tennis courts.

Learn more at [usta.com/facilities](https://www.usta.com/facilities) or contact USTA Tennis Venue Services at facilities@usta.com



USTA Statement of Guidance & Recommendations

USTA Statement of Guidance

Facilities Approach to Tennis & Pickleball

1. Sport Specific Sites:

- Development and/or expansion of sport-specific public sites. These facilities should be offered either as one central facility complex or as separate sport-specific developments to ensure both sports have the infrastructure in place to allow for growth.

2. Non-Traditional Spaces:

- Tennis & Pickleball can be played on non-traditional spaces. Look at hard surfaces such as concrete slabs and vacant parking lots.

3. Shared Use Of Tennis Courts:

- If options one & two are not possible, shared use through blended playing lines on existing courts at sites with two (2) or less courts is advisable.



Visit [usta.com/parks](https://www.usta.com/parks) for the full version of the USTA Statement of Guidance contact USTA Tennis Venue Services at facilities@usta.com with any questions.

Recap

- Be known
 - Be seen/heard from frequently
 - Look for advocacy opportunities
 - Advocate for all entities
 - Utilize USTA Resources
- Continue doing the great things you are already doing through tennis – and make sure your community knows!

Questions?

Thank you for all you do for tennis!

You are the people who Make It Happen!