

Parks & Recreation Partnerships

Scott Novak

Mobile Tennis Center
General Facility Manager

Phone: (251) 610 – 0087

Email: Scott.Novak@cityofmobile.org



Table of Contents



Presentation	1	Regular Quarterly	15
Table of Content	2	Tennis Advocacy Board	16
Introduction	3	Communication with Mayor/City Council	17
Park and Rec. Activities Guide	4	Tourism / Economic Impact	18
Promoting Through the City	5	Hotel Tracking Report	19
Social Media	6	Advocacy Resources	20
Social Media (Pt. 2)	7	Tennis Venue Systems (TVS)	21
Planning	8	USTA Park & Rec Assessment	22
Planning (March)	9	USTA Southern Grants	23
Planning (April)	10	USTA Teaching Professionals	24
Planning (May)	11	Georgia State Park & Recreation Convention	25
Parks and Rec. Programming Needs	12	Questions	26
NJTL Program	13		
Community Outreach	14		

Introduction

Speak Park & Recreation Language



NOT



USTA Language



United States Tennis Association

NJTL
WTN
NTRP
CGPG

Parks and Recreation

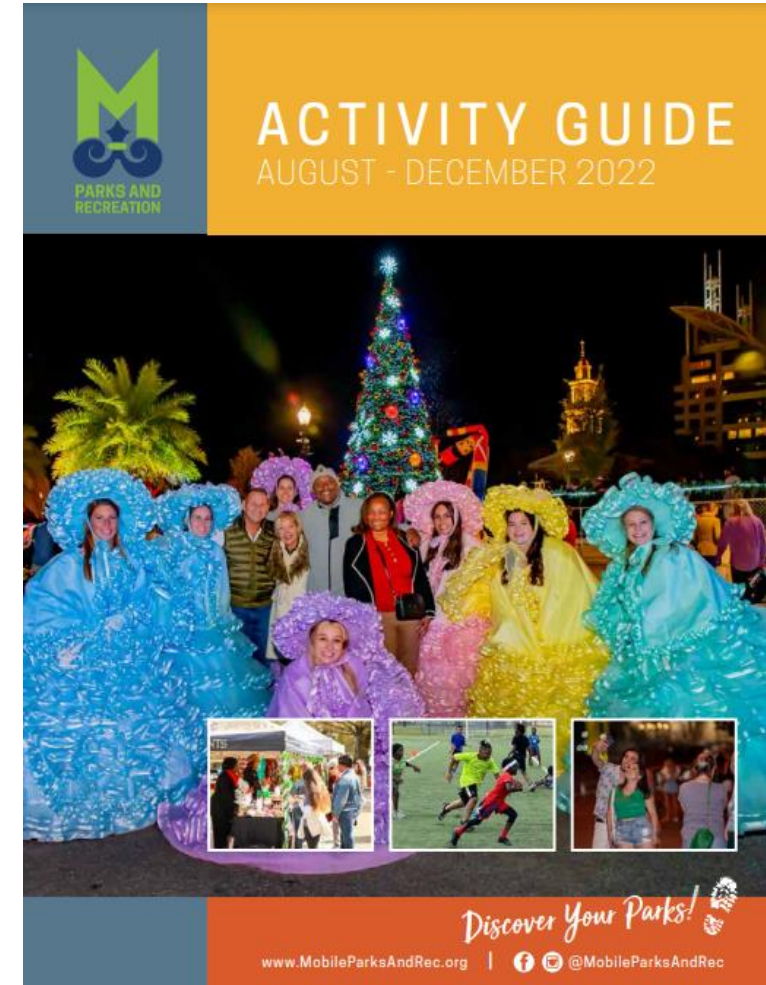
GRPA
NRPA
NPTCC

Park and Rec Activities Guide

What is Important in Parks & Rec's Eyes



- This is the city's park and rec bible
- Your Goal – To reach another part of the city you have never reached before
- Use Park and Recreation language and formatting
- Get your clinics, socials, teaching pros & site information in this guide
- Show the city that your CTA and facility is wanting to support the Parks and Rec Department





Promoting through the City Parks & Rec Website

- Advertise through parks and rec department
 - Get new Players!
 - Adult Tennis 101 (“Ready Set Tennis”)
 - Tennis is for everyone
 - Trying to find people brand new from the city who have never played tennis before
- USTA will help you set up clinics to bring in new players to help increase numbers of league
 - Work with adult league coordinator
 - Parks and rec can help you find these players
- This creates new growth



Social Media

Utilize your Parks and Rec City Department



- Social Media is key to both a facilities and CTAs growth
- Facebook helps get the word out about events to the older generation
- Instagram helps get the word out about events to the younger generations
- Create Videos that can be posted on every social media outlet that enhances what your CTA and Facility is all about
- Make sure your CTA has their own personal Social Media Accounts
- If the Facility you are at has a social media page, communicate with them
- Make sure you communicate with the City's Social Media by attending marketing meetings, sending upcoming events, sharing their post etc.



Social Media

Utilize your Parks and Rec City Department



- Everything we do gets shared to Parks and Rec
 - Parks and rec then shares to city
- Tie everything together
- Tag everyone (You can make it where people are drawn to the post)
- CTAS meet with the Cities social media representative
- Staff member dedicated to media
- No magic social media powder (designate someone)
- Meta business suite (One place to run both Facebook and Instagram)
- Content Marketing: Provide Useful, informative content to your audience
 - A great way to reel the consumer in without selling or promoting
 - Ex. Free tennis tips article, tennis reels with instruction





Planning

Within Park and Rec. Activities Guide

- 12 month Calendar with everything scheduled is a must
 - Tournaments
 - Socials
 - Clinics
 - Adaptive Programs
- Parks and Recreation Programs want to advertise a 6 to 12 month calendar
- Make it presentable so the public can view
- Send out updates periodically
- Add updated day at bottom



Planning (March)



2024

CALENDAR YEAR

MARCH

CALENDAR MONTH

MONDAY

FIRST DAY OF WEEK

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
26	27	28	29	01	02	03
					USTA Brewer Team Cup	USTA Brewer Team Cup
04	05	06	07	08	09	10
USTA Brewer Team Cup	USTA Brewer Team Cup			McGill Girls H.S. Invite	McGill Girls H.S. Invite	
Session 2 Week 3	Session 2 Week 3	Session 2 Week 3	Session 2 Week 3			
11	12	13	14	15	16	17
Session 2 Week 4	Session 2 Week 4	Session 2 Week 4	Session 2 Week 4	McGill Boys H.S. Invite	McGill Boys H.S. Invite	St. Patrick's Day
		Love Unlimited				
18	19	20	21	22	23	24
Session 2 Rain Make-up	Session 2 Rain Make-up	Session 2 Rain Make-up	SIAC Round Up	SIAC Round Up	SIAC Round Up	SIAC Round Up
		Love Unlimited	Session 2 Rain Make-up	SSAC Round Up	SSAC Round Up	SSAC Round Up
						Bunny Bounce Junior Classic (L7) Junior Circuit (10u & 8u)
25	26	27	28	29	30	31
Clinic Off Week	Clinic Off Week	Clinic Off Week	Clinic Off Week	Good Friday		Easter
		Love Unlimited				

Planning (April)



2024

CALENDAR YEAR

APRIL

CALENDAR MONTH

MONDAY

FIRST DAY OF WEEK

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
01 Easter Monday Session 3 Week 1	02 Session 3 Week 1	03 Session 3 Week 1 Love Unlimited	04 Session 3 Week 1	05	06	07 Serve It Up With Love
08 Session 3 Week 2	09 Serve It Up With Love Session 3 Week 2	10 Session 3 Week 2	11 Session 3 Week 2 Tentative: St Pauls Charity Tour.	12 Tri Level	13 Tri Level	14 Tri Level
15 Session 3 Week 3 AHSAA Sectionals 6A (Sec. 1) - #1-12 1-3A - #13-34 7A - #35-48 6A (Sec. 2) - #49-60	16 Session 3 Week 3 AHSAA Sectionals 6A (Sec. 1) - #1-6 1-3A - #20-23 & #27-34 7A - #13-19 6A (Sec. 2) - #7-12 4-5A - #35-60	17 Session 3 Week 3 AHSAA Sectionals 4-5A - #35-60	18 Session 3 Week 3 AHSAA Sectionals	19	20	21
22 AHSAA State Champs Clinic Off Week	23 AHSAA State Champs Clinic Off Week	24 AHSAA State Champs Clinic Off Week	25 AHSAA State Champs Clinic Off Week	26 AHSAA State Champs	27	28
29 Session 3 Week 4	30 Session 3 Week 4	01	02	03	04	05

Planning (May)



2024

CALENDAR YEAR

MAY

CALENDAR MONTH

MONDAY

FIRST DAY OF WEEK

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30	01	02	03	04	05
		Session 3 Week 4 NTM Cardio Session	Session 3 Week 4	USTA AL Adult League	USTA AL Adult League	USTA AL Adult League
06	07	08	09	10	11	12
Session 3 Rain Make-Up	Session 3 Rain Make-Up	Session 3 Rain Make-Up NTM Cardio Session @ Lyons Park	Session 3 Rain Make-Up	NTM Lyons Park Play Day		
13	14	15	16	17	18	19
	NAIA National Champs	NAIA National Champs	NAIA National Champs	NAIA National Champs	NAIA National Champs	
Clinic Off Week	Clinic Off Week	Clinic Off Week	Clinic Off Week	NTM Lyons Park Play Day	Spring Sportsmanship Classic(L6) May Junior Circuit (10u & 8u)	Spring Sportsmanship Classic(L6)
NAIA School Visits NAIA School Visits @ Lyons Park	NAIA School Visits					
20	21	22	23	24	25	26
Session 4 Week 1	Session 4 Week 1	Session 4 Week 1 NTM Cardio Session NTM Ready Set Tennis	Session 4 Week 1	Start of Summer French Open Social		
27	28	29	30	31	01	02
Memorial Day Session 4: No Play Facility Closed	Session 4 Week 2	Session 4 Week 2 NTM Ready Set Tennis	Session 4 Week 2	NTM Lyons Park Tennis & Learn		

Parks and Recreation Programming Needs



- Find out what your Parks & Recreation Department need for programming
- Find programs that your CTA can run through USTA that will fulfill these needs
- Needs may include
 - Diversity
 - Adaptive
 - Wheel Chair Tennis Program
 - Special needs tennis – mental and physical disabilities
 - Special Areas of Programming
 - Economic Impact
 - Important to City



NJTL Program



- Some of the biggest grants in USTA
- Sometime up to \$15,000 and more
- This concentrates on education, tutoring, health that is mixed with tennis and Parks and Recreation
- Creates Diversity
- Find participants from Boys club and girls club.
- Non Profit



Community Outreach

blending with park needs



- City's love community outreach
- City's would love to support a good charity through your facility
- Examples the Mobile Tennis Center Does
 - Arthur Ash Day
 - Child Advocacy Toy Drive & Fundraiser
 - Boys and girls club Socials
 - Dwell Tournament (support for refugee families)



CAC Toy Drive Social





Regular Quarterly Meetings With Parks & Rec

- Set up meeting with the facility manager as well as the Parks & Rec Director
- Set Up meeting with parks and rec executives
- Make sure what you are saying and doing gets conveyed to the correct people
- Show and present what your CTA has done and will be doing in the future
 - Economic Impact
 - Local Programming
 - Tournaments



City Park & Rec Tennis Advocacy Board

- Need to Establish a city park & rec advocacy board
- Each City Council member would choose one member to be on the board representing their district
- This group advocates with city council for
 - Funding
 - Tennis courts improvements
 - Capital Projects
 - Setting fees
- Group fighting for you that already has relationships established
- Park and

Communication with Mayor/City Council

Parks and Rec. Department Head should Initiate

- Get in Contact with your Mayor/City council
 - Make them believe in what you can accomplish for their city
- Good Contacts = getting what you need
- Great Networking and Partnership opportunities



Tourism / Economic Impact

Show to City Council, Mayor, Parks & Rec, and anyone in a position of power



- Create or gather the economic impact of tournaments your facility host
- Gather Hotel information for each major event hosted
 - Hotel Tracking Sheet
 - System for tracking
 - Placer.ia
 - Making players fill out waivers ahead of time (JotForm is a tool we use)
 - Combine all hotel and waivers into one form
 - Getting facts to back up
- Put document of yearly totals of hotel tracking (Show to City)

Hotel Tracking Report

Fiscal Year 2023



MOBILE AREA TENNIS ASSOCIATION, INC. ANALYSIS OF HOTEL NIGHTS FISCAL YEAR 2023	SUMMARY	Southern Adult Mixed Doubles Champs	Southern Junior Team Tennis Champs	Nat Hardcourt Championships	Nat L2 - July	Southern 18s	NAIA Collegiate Nationals	USTA AL Adult League	AHSAA State 1A-3A, 6A	AHSAA State 4A-5A, 7A	AHSAA SECTIONALS	SSAC College Round Up	McGill HS Girls Tour	Spring Break College Invite	McGill HS Invite Boys	Brewer Cup Team Champ	SIAC Collegiate Round Up	USTA Southern Adult Combo	Turkey Day Tournament	Tennis On Campus	USTA LS - October	USTA L4 BG 12/14 - October	
	FY 2023	(9/29 - 10/1)	(9/1 - 9/4)	(8/4) - (8/12)	7/1-3 / 23	6/8-13/23	5/14-20/23	5-4-5-8/23	4/23-25/23	4/26-28/23	4/16-17/23	3/29-4/1/23	3/23-25/23	3/9-14/23	3/10-11/23	3/3-7/23	2/23-26/23	12/1-4/22	11/18-19/22	10/28-30/22	10/22-24/22	10/8-10/22	
Battle House	235	54	6	4	12	3	5	33						18		47		61			5	5	
Baymont Inn & Suites-Sara	27			4																		5	
Camp Site	27		3															8				14	2
Candlewood	9	6						3															
Comfort Inn I65	8																						3
Country Inn Saraland	16					6										10							
Courtyard Marriott	142	3		38	5	29		24								9					9	7	
Drury Inn	146			6	8				64	30				8		4	4						
Extended Stay America - I65	18			12	6																		
Fairfield Inn by Marriott	238	3	69	25	3	22		18	6	8					18	9	21	8		4	15	9	
Fairfield Inn by Marriott Saraland	16			4		10																	
Grand Hotel	11			5								2											
Hampton Inn Downtown	51			11	5			14															3
Hampton Inn Saraland	16	9		2																			4
Hampton Inn I-65	557	3	60	95	37			102	96	12				6	24	33	78	11					
Hampton Inn I-10 Bellingrath	12			3												4							
Hampton Inn Gulf Shores	36													36									
Hampton Inn Providence	661	78	15	30	8	67		15	70	22				75	15	72	21	145			10	18	
Hilton Garden Inn	782	6	6	58	8	61		141	90	40				39		207		107			11	8	
Hilton Garden Inn Daphne	14								14														
Hilton Garden Inn Downtown	23							12															
Holiday Inn Express Saraland	16			3																			
Holiday Inn Express University	1,408	99	54	242	42	84		45	134	137	18			40	4	104	125	67	117		20	40	36
Holiday Inn Express - I65 (springdale)	78		12	14	7			9		12													
Holiday Inn Express Tillman's Corner	16			7																			
Holiday Inn Airport	378	42	11	49	4	61		45	22	12						21				4	25	11	
Holiday Inn Downtown	16			5																			
Home2 Suites - Government/I65	995	57	39	139	49	79		162	36	38			79			85		147		16	40	29	
Home2 Suites-Tillman's Corner	29			10	3					2													
Homewood Suites - Beltline	106		3	26	10	13			2	6						13					2	10	
Homewood Suites - Providence	224	15		41	3	9			2	55	38					16					3	3	
LaQuinta - I65	97	3	3	9	12					20													16
LaQuinta - Saraland	16																						
Mobile Marriott	962	21	210	99	27	41		159	65	34				31		82	95	85			8	11	
Motel 6	31																						
Quality Inn Suites Saraland	4															4							
Quality Inn and Suites	23					3										4							3
Residence Inn	194	9	3	103	9			3								44					3	11	
Red Roof Inn	11																						3
Riverview Renaissance	1,755	78			5	5	1,255	72		42						11						7	9
RV Park	22	3		8																			
Sheep Inn Suites Saraland	67							6						56									
SpringHill Suites by Marriott	1,262	153	129	265	48	81		3	38	58	32		39		54	169		146		4	8	35	
Super 8 - I65	3	3																					
The Admiral by Wyndham	147	9		4	3	6		75															7
Towne Place Suites	94	3		54		12										10							2
Towne Place Suites-Saraland	30			14												11							3
Tria by Hilton	615		46	99	17	58		69	78	10			36	20		6	9	124				16	27
Windsor Creek - Atmore	3	3																					
Vacation Rental (Condo, Air B&B, etc)	686	3	111	15	174	32		105	22	10					12	55		118			14	5	14
VRBO	140	18	6	4	4			36	3	29				2							4	5	8
Wingate by Wyndham (I-65)	18																						6
Unknown	956	41				14		34	22	47				105	18	44	12	21	475	123			
Hotel Night Total	13,447	830	690	1,626	312	757	1,260	1,185	764	624	88	117	320	192	420	1043	187	2274	123	88	239	308	
Staying with Local Family	93	12	7		13	14		33														21	
Local Players (Within Mobile County)	491	3		1	9	17		175	48	12				58		69		29				59	15
Commuter Players (Driving daily from Outside Mobile County)	454				5	23		26	56	58				65		73						124	24

Advocacy Resources

To Help with Meetings for City Parks and Recreation Department



- National Advocacy Handbook - <https://www.usta.com/content/dam/usta/2023-pdfs/USTA-CTA-Community-Advocacy-Handbook.pdf>
- Advocacy for tennis involves taking our knowledge and passion for tennis and connecting it to the needs of communities, schools, colleges and local governments.
- Advocacy is the ability to demonstrate to decision-makers how tennis programs can benefit the community.
- Page 84 | Public Facilities and Parks
- USTA Statement of Guidance - <https://preview.usta.com/content/dam/usta/2023-pdfs/FINAL-SOG.pdf>

Designed by the USTA Southern Advocacy Task Force to inform and promote tennis advocacy in local communities

- <https://www.usta.com/en/home/about-usta/who-we-are/southern/southern-provides-advocacy-support.html#tab=tournaments>

Tennis Venue Systems (TVS)

USTA Matching Grant with City/Park Funding



- Technical Assistance (New Courts, Resurfacing, LED Lights, Renovations, etc.)
- Levels of Facility Funding up to \$110,000 (\$55,000 from National & \$55,000 from Southern)
 - Category I – Basic Facility Improvements (\$5,000 Maximum)
 - Category II – Resurfacing of existing tennis courts (\$35,000 Maximum)
 - Category III – New construction & reconstruction of tennis courts as well as installation of new lighting (\$55,000 Maximum)
- Free Master Plan Drawings
- Cities pay for Master Plans all the time - \$5,000 to \$25,000 for Tennis
- 2023 Tennis Venue Services Guide -
<https://www.usta.com/content/dam/usta/2023-pdfs/USTA-Facility-Grant-One-Pager.pdf>



USTA Park & Rec Assessment of Tennis Facility



- USTA TVS will meet with Park and Rec Director, Tennis Director & CTA
 - Assess each tennis facility in the city
- Their process is personalized, intentional, growth-oriented & future-focused
- Assessment Modules
 - Management
 - Impact
 - Programming
 - Infrastructure
- USTA's Park Agency Tennis Assessment - <https://www.usta.com/content/dam/usta/2023-pdfs/USTA-PARK-AGENCY-TENNIS-ASSESSMENT.pdf>



USTA Southern Grants



- USTA has grants for almost anything
- Grants for Parks that do not have tennis representation
 - Socials/Playday
 - Teachers
 - (4) \$250 grants in month of May (National Tennis Month)
 - (4) \$250 grants in month of October (Fall Festival Grants)
 - Possible grants in month of July (National Parks & Rec Month)
- USTA Southern Park & Rec Grants
 - \$1,000 for new tennis
 - 2nd Grant for \$1,000 for follow up
- Innovative Grant

USTA Teaching Professionals

Training for Park and Club Teachers



- USTA Level 1 certification
 - Designed to train instructors to teach park programs
- CTA can bring in USTA to help train tennis teaching pros in a professional Manner
- Pay for Instructors with grant money to improve socials & programs





Georgia State Park & Recreation Convention

Travel with your Park and Recreation Director

- Make plan to join and get a Booth
- Annual Conference – November 4-7, 2024
- Location – Columbus, GA
- <https://grpa.org/page/AnnualConference>



Questions

