

Tennis Venue Services

Amelia Storer | Manager, Tennis Venue Services



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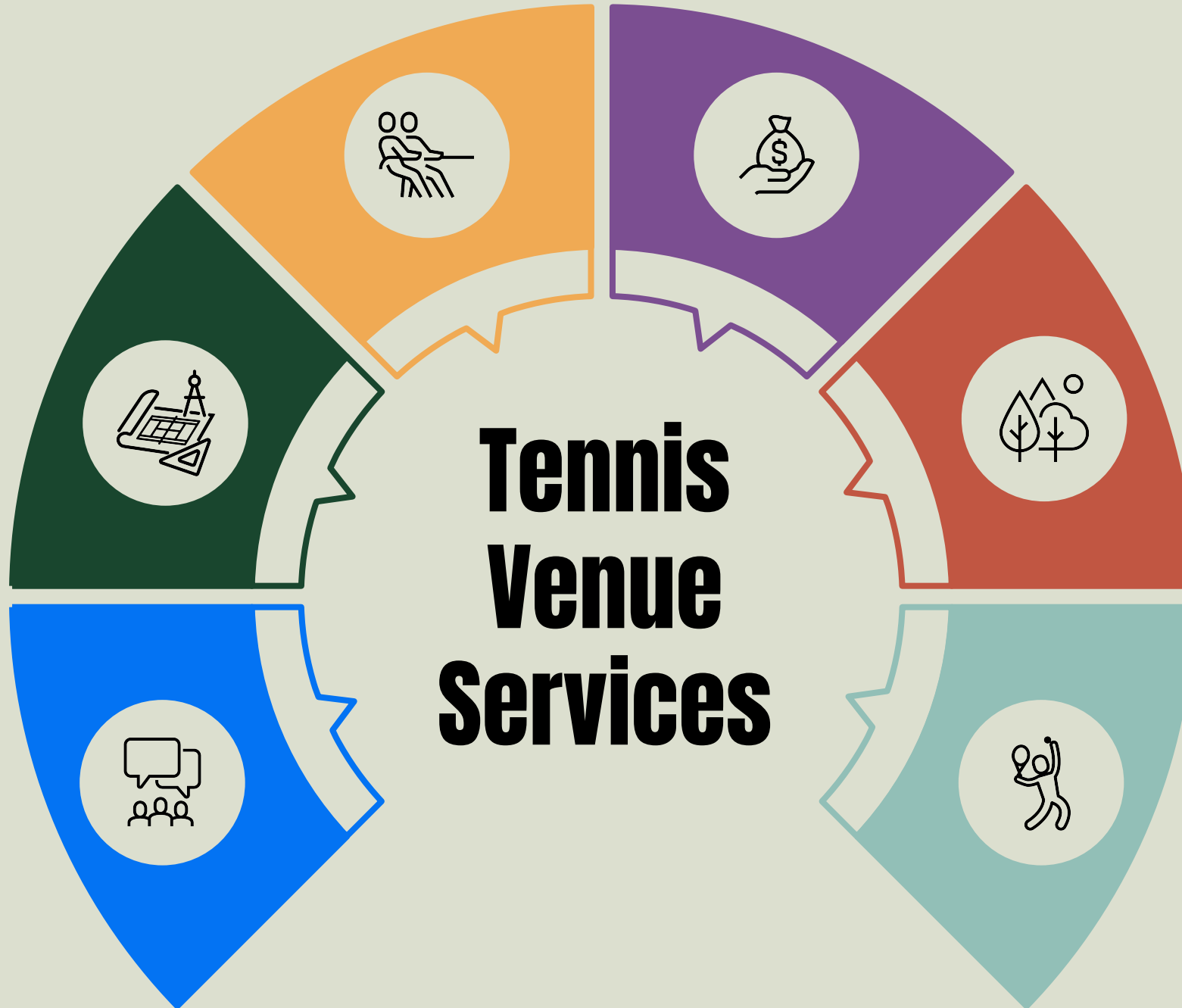
**ADVOCACY
SUPPORT**

02

**BUSINESS
CONSULTING**

01

**TECHNICAL
ASSISTANCE**



04

**GRANT
FUNDING**

05

**PARKS
RESOURCES**

06

**CTA
SUPPORT**

TENNIS VENUE SERVICES: Team Members

National Staff

4



Consulting Team

6



3



3



1



PROJECT MANAGERS

BUSINESS SERVICES

TECHNICAL TEAM

PARKS ADVISORS

Note: Business, Technical, and Parks consultants are counted by unique business entities

03

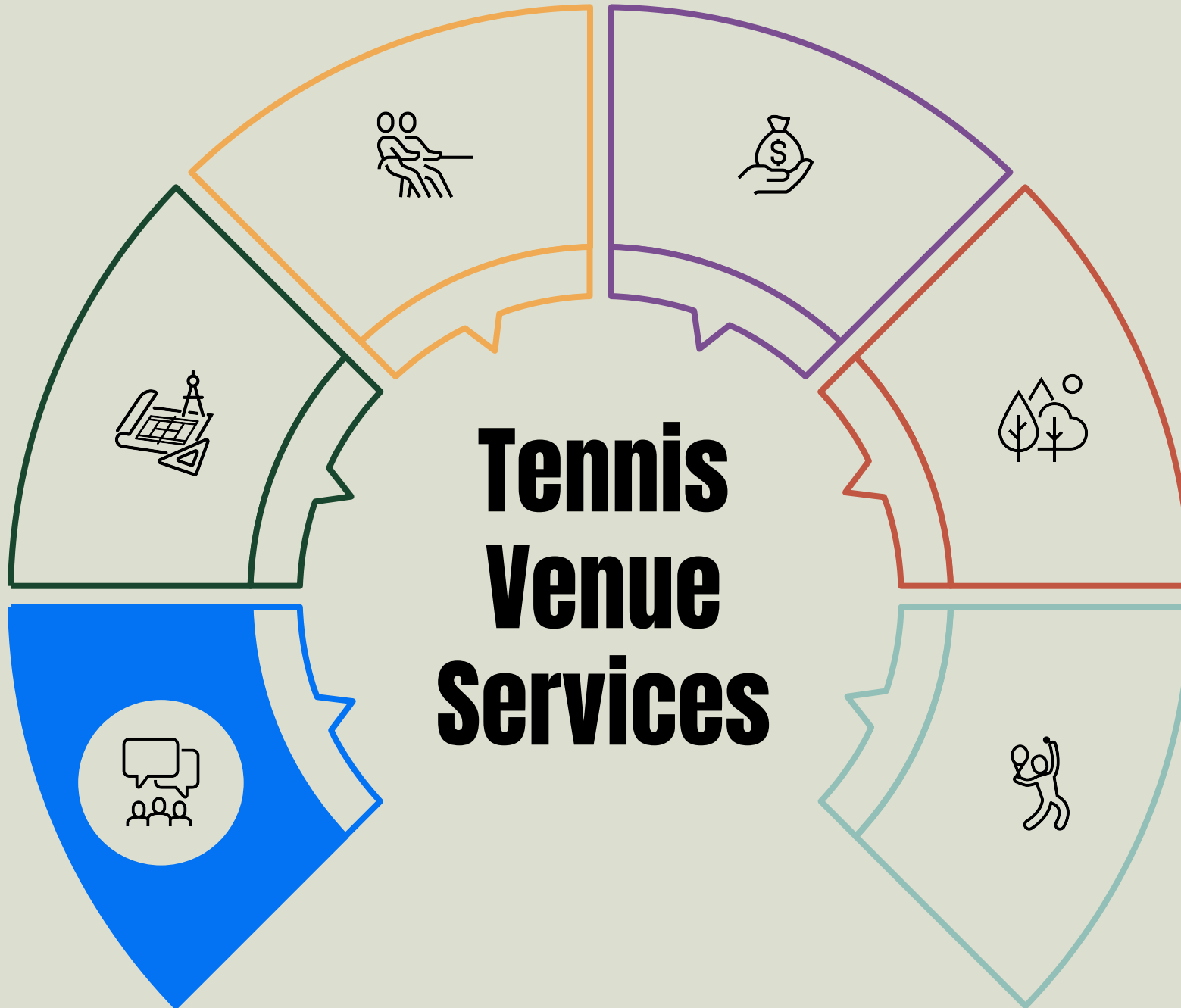
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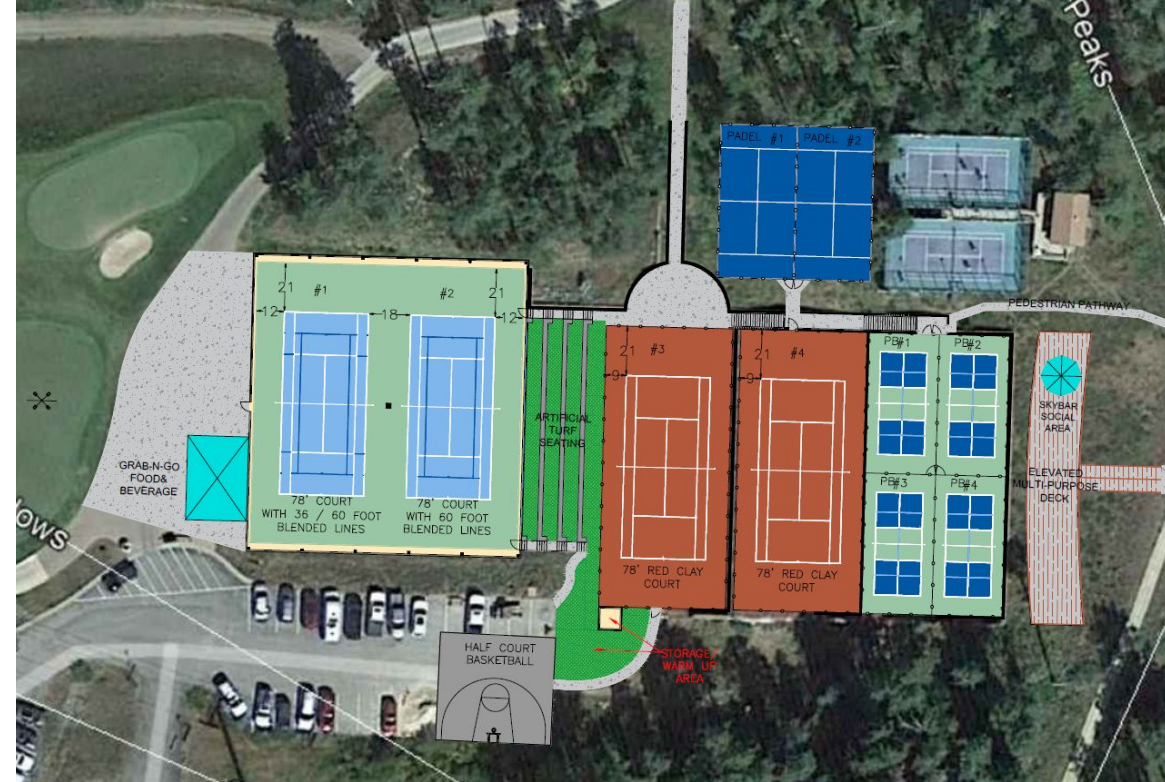
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**CTA
SUPPORT**

**Tennis
Venue
Services**

Technical Assistance

- **Planning & Design Services**
 - 2D concept drawings
 - 3D renderings
- **Technical Reviews**
 - Construction Documents
 - RFPs
 - Contractor Bids
- **Connections to vendors, contractors, and manufacturers**





Category 2: Resurfacing

(Before)



Category 2: Resurfacing

(After)





Category 3: Reconstruction (Before)



Category 3: Reconstruction

(After)



USTA TENNIS VENUE SERVICES: Concept Layouts & 3D Renderings



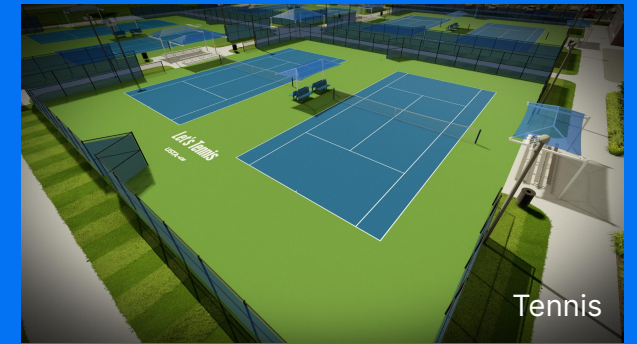
USTA TENNIS VENUE SERVICES: Concept Layouts & 3D Renderings



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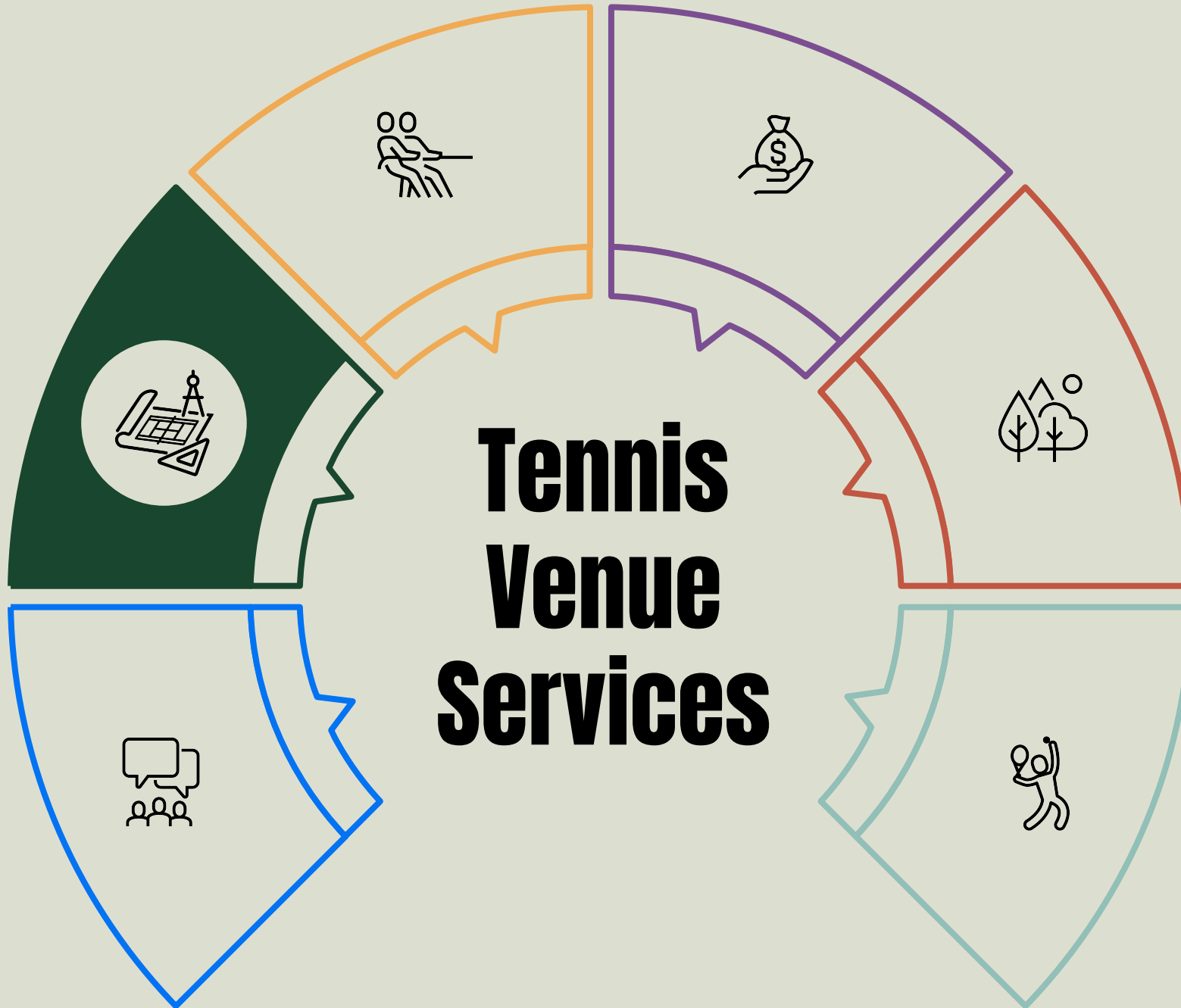
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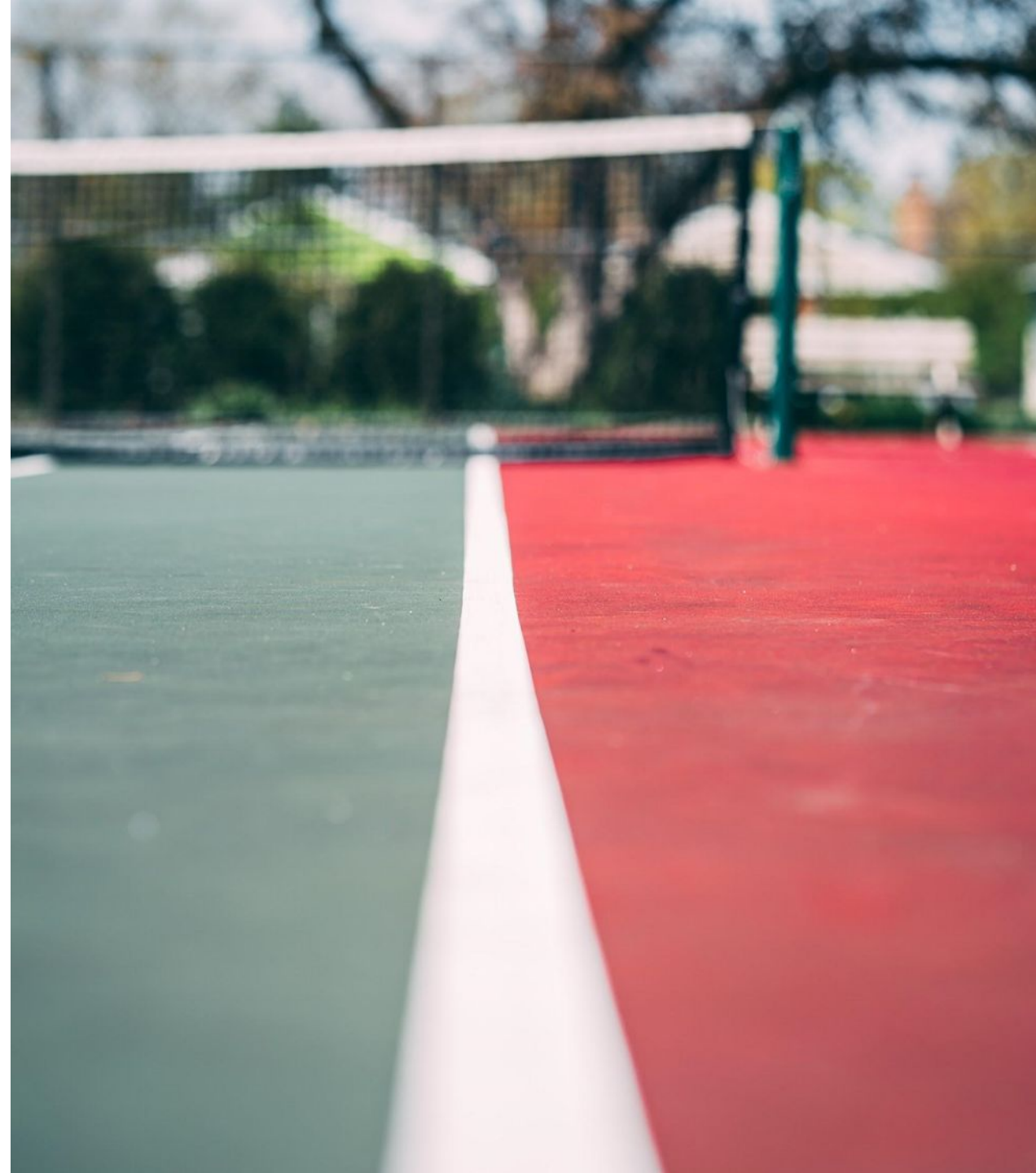
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**CTA
SUPPORT**

**Tennis
Venue
Services**

Business Consulting

- **Business Reviews**
 - Business Model Review
 - Profit / Loss, Cost Recovery
- **Staffing & Management**
 - Concessionaire RFP Reviews
 - Sample Job Descriptions
- **Market Analysis**
 - Economic Impact
 - Feasibility Studies



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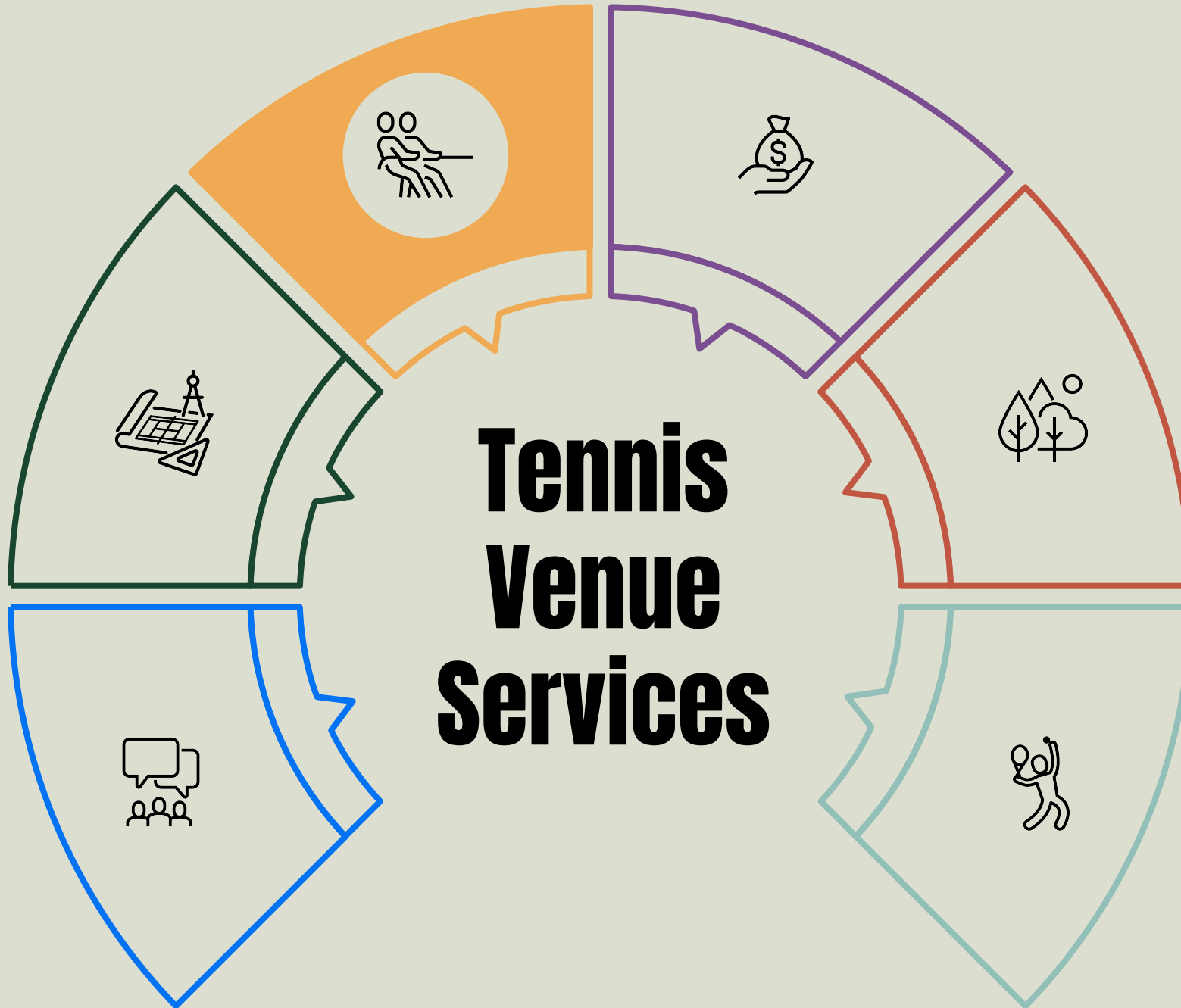
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Advocacy Support

- **Industry Trends**
 - Demographic and Health Data
 - Participation Data
- **Concepts & Renderings**
- **Connection with Decision-Makers**
 - Park Directors, Mayors' Offices
- **Pickleball Strategies**



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Tennis Venue Services

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.

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 projects

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

TENNIS VENUE SERVICES: GRANT TIMELINE

START

1

PROJECT
SUBMISSION

2

INITIAL
REVIEW

3

ADVOCACY
SERVICES*

7

GRANT
AWARD

6

FUNDING
APPLICATION

5

TECHNICAL
SERVICES

4

BUSINESS
SERVICES*

8

PROJECT
CONSTRUCTION

9

ACCOUNTABILITY
REVIEW

10

PROJECT
FUNDED

END

03

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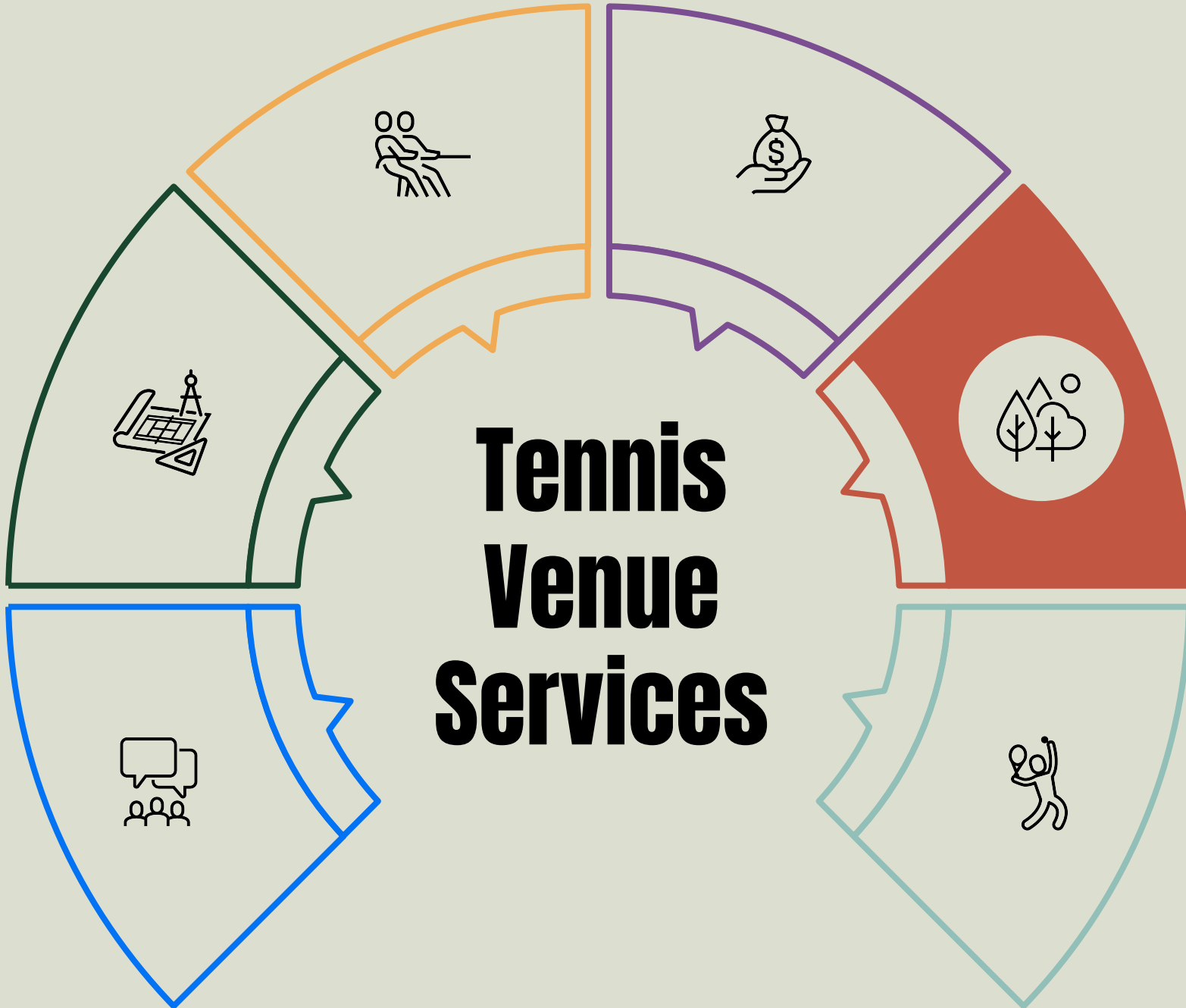


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Tennis Venue Services



TENNIS VENUE SERVICES: Collaborators & Affiliates



ASBA

ASLA



NAPF

NRPA



NRPA

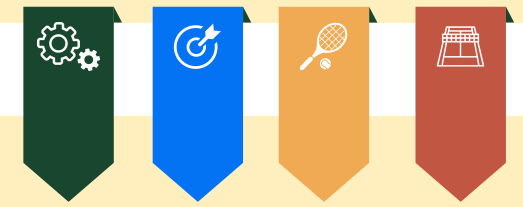


NRPEMS

PlayCore
GameTime



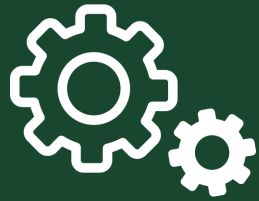
Parks Agency Tennis Assessment



USTA Park Agency Tennis Assessment

- **Strengthen the delivery of tennis** in your community with personalized recommendations from industry experts.
- The Park Agency Tennis Assessment process is **personalized, objective, growth-oriented, and future-focused**.
- The Assessment is broken into four modules (Management, Impact, Programming, and Infrastructure) and criteria is **evaluated on a site-by-site basis**.
- Park agencies can use this **data-driven assessment** to prioritize resource allocation, advocate for facility improvements, implement new programming, and/or adjust management strategies.

PARK AGENCY TENNIS ASSESSMENT OVERVIEW



01

MANAGEMENT



02

IMPACT



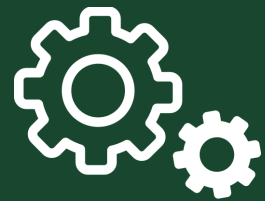
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PROGRAMMING



04

INFRASTRUCTURE



01

Overview of Assessment Modules

Management Module

This module investigates the overall management structure of the park agency and aims to understand how tennis is delivered. Discussions about the agency's goals and priorities, partners in the community, and local stakeholders lead to recommendations that are specifically tailored to each community.



02

Overview of Assessment Modules

Impact Module

The Impact Module takes a site-by-site approach to understanding the community surrounding each tennis facility. Information such as the number of courts and court utilization is combined with data describing the local demographics and racquet sport participation. With this information, park agencies can prioritize facilities with the greatest community impact.



03

Overview of Assessment Modules

Programming Module

The Programming Module measures the overall activity level of each tennis facility. Both the participation levels and the frequency of programs are evaluated for various subsets of the tennis playing community. Introductory, recreational, competitive, adaptive, wheelchair, and other programs will be considered on a site-by-site basis.



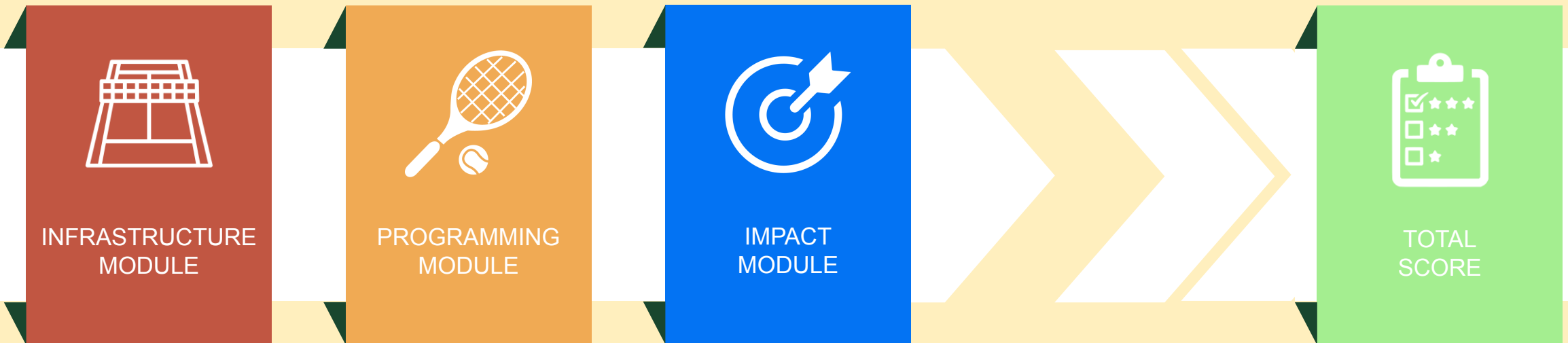
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Overview of Assessment Modules

Infrastructure Module

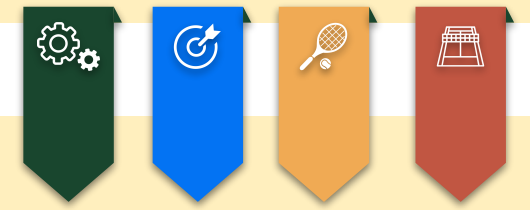
The Infrastructure Module is focused on the physical condition of each facility. All aspects of the facility will be taken into account and evaluated on a site-by site basis. Several criteria, including the court surface, fencing, lighting, site amenities, and accessibility, will be assessed to ascertain the physical condition of each site.

PARK AGENCY TENNIS ASSESSMENT TOTAL SCORE



Calculating Total Scores

Criteria in each of the site-by-site modules is scored on a scale of 1.0 - 3.0, weighted according to park agency priorities and industry trends, and combined into a total score for each site.



Assessment Deliverables Package

- **Customized Recommendation**
 - Presentation Slides
- **Overall Facility Scores**
 - Assessment Spreadsheet
- **Park Agency Tennis Assessment Map**
- **Maintenance Documentation**
 - American Sports Builders Association (ASBA) Tennis Court Construction & Maintenance Manual
 - USTA Facilities Maintenance One-Pager
- **USTA Tennis Venue Services**
- **USTA Tennis & Pickleball Statement of Guidance**
- **How to Become Safe Play Approved**
- **SmartAccess Gate System Info**
- **Kinetica Catchment Reports**

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Tennis Venue Services

CTA Resources

DRAFT: 2024 CTA/Parks Webinar Series

- **Advocacy and National Tennis Month**
March 21st, 2-3pm ET
- **Tennis Facility Development & Management**
April 18th, 2-3pm ET
- **Social Media/Marketing for your Organization**
May 16th, 2-3pm ET
- **Recruiting Adults into Tennis**
June 20th, 2-3pm ET
- **Community Hubs (Collegiate, HS)**
July 18th, 2-3pm ET
- **CTA Leadership, Volunteer Guidelines**
August 15th, 2-3pm ET
- **Digital Tools, USTA Connect**
September 19th, 2-3pm ET
- **Coaches & Instructors**
October 17th, 2-3pm ET
- **Master Planning**
November 21st, 2-3pm ET

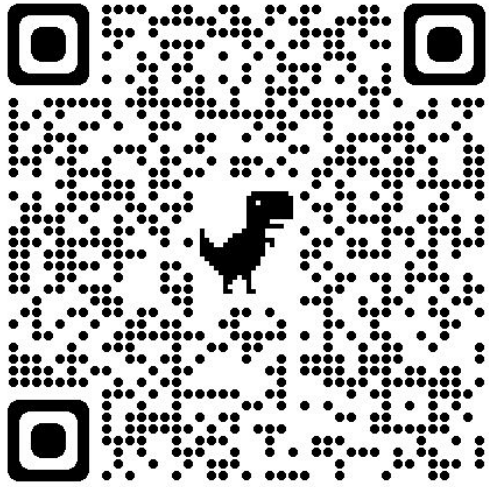
[Series Registration Link](#)

[Watch Previous Sessions](#)

cta@usta.com



CTA Needs Evaluation Survey: Share Your Thoughts



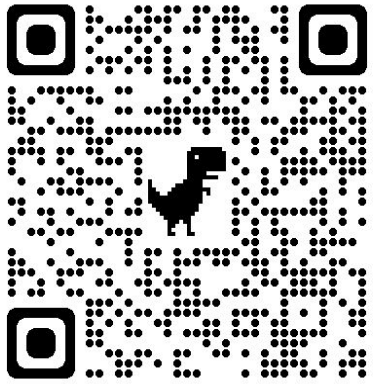
CTA Survey

Complete the Survey for a Chance to Win!

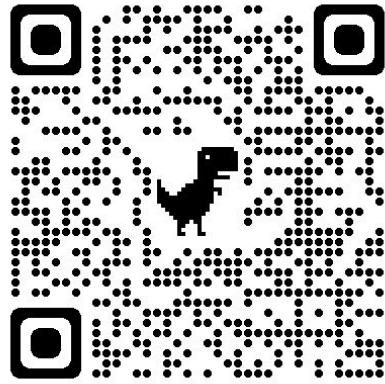
The USTA National CTA Committee has developed a survey that will help us understand your specific needs as a CTA and how the USTA can best support you and your mission. CTAs play a huge role in growing tennis at the grassroots level and we want to ensure that you have the necessary tools and trainings available to you and your organization.

Three respondents to the survey will be randomly selected to win a USTA backpack, subject to the USTA 2024 CTA Survey Sweepstakes Official Rules. The deadline to complete the survey and enter the sweepstakes is Friday, March 1, 2024. Thank you in advance for your input and participation.

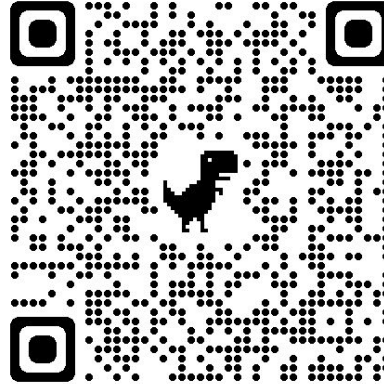
STAY UP TO DATE: Additional Resources



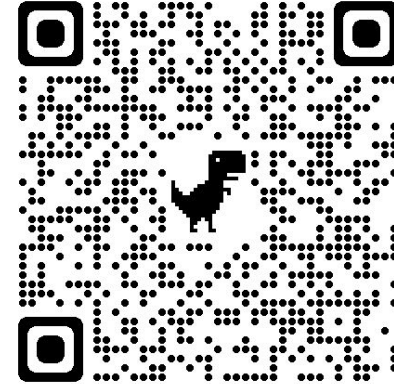
**Newsletter
Sign-Ups**



**USTA.com/
Facilities**



**USTA.com/
Parks**



**USTA.com/
CTAs**



**USTA.com/
Advocacy**

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Thank You!

