



USTA Georgia “Vision 2026”

2024-2026 Strategic Plan summary

The Georgia Tennis Association (USTA Georgia) has made a significant impact on tennis both in the south and United States since its inception in 1977. With our rich history of outstanding individuals, facilities and organizations, Georgia’s role in the growth of tennis over the past years is significant in nature. We are the home of three national Community Tennis Association of the Year (CTA) award-winning organizations, more than any other state. We are also proud to be the largest district within the USTA, serving thousands of players from all over the Peach State in our recognized award-winning programs and services. Our rich history and warm climate allow us to be the epicenter of tennis both in the southern region of the United States, as well as from a national scope.

USTA Georgia’s mission is simple: ***To promote and develop the growth of tennis throughout the state of Georgia.*** To that end, the Association employs and fosters a culture of teamwork and unity of purpose to fulfill that mission.

So, what is our vision? We strive to be recognized as the leader of the Southern section through proactive growth, planning and execution. To achieve this, the Association will pursue the below measurable goals:

Player participation increases to 100,000 in 2025 (from our 91,000 growth target in 2023), along with a total of 10%+ growth over 3 years;

Additional 50 new registered schools yearly offering in-school tennis PE programming;

Grow grants provided to our CTA network (both direct and matching) by 10% over a 3-year period (\$289K in 2023 to \$318K);

Identify 1-3 areas of the Peach State to begin tennis programming where limited or no accessible programming exists currently;

Marketing outreach for our local providers through grants and visibility aids.

“TO PROMOTE AND DEVELOP THE GROWTH OF TENNIS ACROSS GEORGIA”

116 MARBLE MILL ROAD, MARIETTA, GA 30060

404-256-9543 P | 404-255-5403 F

WWW.USTAGEORGIA.COM



To help us achieve the mission and satisfy our vision, we have identified five (5) key strategic priorities for the coming 3 years:

#1 - Strengthen & grow the core league programs;

#2 - Increased support for community tennis development & strengthening our CTA network;

#3 - Excellence with marketing at both USTA Georgia & the CTA level;

#4 - Best in class with our human resources, leadership, infrastructure & systems;

#5 - Grow annual revenue & increase financial investments to support growth.

So what are our key strategic initiatives that will help us strive forward to achieve these key strategic priorities?

#1: Strengthen & grow the core league programs:

Continue to grow core programs at least 3-4% annually over the 3 years;

Working closely with marketing and USTA Southern to strengthen player retention with a successful rollout of initiatives such as:

- ❖ Captain recognition & retention rewards
- ❖ Retention or captain grants with a CTA match
- ❖ “Welcome Back” events to celebrate former players
- ❖ Flex & social league programming support

Ensure that all league program participation is being recognized by each CTA in our Network Support Funding calculations, including social & flex leagues;

Support rollout of a “rookie” league program to bridge entry level players to formalized league tennis.

“TO PROMOTE AND DEVELOP THE GROWTH OF TENNIS ACROSS GEORGIA”

116 MARBLE MILL ROAD, MARIETTA, GA 30060

404-256-9543 P | 404-255-5403 F

WWW.USTAGEORGIA.COM



#2: Increased support for community tennis development & strengthening our CTA network:

Create a multi-part plan for how to help CTA's become more proactive in strengthening their organization and pursuing growth through:

- ❖ Organized volunteer programs with role descriptions and recruitment/succession
- ❖ Development of marketing goals, strategies and resourcing
- ❖ Advocating for resources from USTA Southern and USTA National
- ❖ Establishment of reward for growth and activation (larger grant allotments)

Continue to provide leadership, resources and support with school tennis outreach. This is including but not limited to adaptive PE programs, as well as both in-school and after school tennis programming;

Volunteer taskforce will evaluate areas of state where no or limited tennis opportunities exist, seek to identify a local advocate and secure resources to start programming;

Develop and execute a parks/recreation provider activation strategy for either CTA or USTA (or both) programming.

#3: Excellence with marketing at both USTA Georgia & the CTA level

Develop and execute marketing plan to grow tennis, increase awareness of benefits of tennis/USTA and to communicate community impact of USTA Georgia & CTA's:

- ❖ Communicate USTA Georgia community \$'s and key activities
- ❖ Support visibility, promotion and community events with marketing grants and support
- ❖ Develop and promote "turnkey" marketing offerings such as Tennis Apprentice/101/102, etc.
- ❖ Fully tap strategies and resources from both USTA Southern & USTA National for support
- ❖ Identify and execute key player/captain retention strategies
- ❖ Social media platforms excellence and innovation, leading to engagement growth yearly (both USTA Georgia & CTA)

"TO PROMOTE AND DEVELOP THE GROWTH OF TENNIS ACROSS GEORGIA"

116 MARBLE MILL ROAD, MARIETTA, GA 30060

404-256-9543 P | 404-255-5403 F

WWW.USTAGEORGIA.COM



#4: Best in class with our human resources, leadership, infrastructure & systems:

Stronger board governance supporting increased USTA Georgia tennis growth:

- ❖ Review/refresh committee systems and charters to support strategic plan
- ❖ Ownership and accountability of committees duties to support staff roles
- ❖ Establish board members expectations for governance, strategy and roles
- ❖ Evaluate the best way to engage District Representatives

Add business development/partnerships role whose responsibility is to build strategic partnerships with key organizational stakeholders in Georgia (GHSA, GPTA, etc.)

#5: Grow annual revenue & increase financial investments to support growth:

Commit to \$150K-\$300K growth investment over the next 3 years to achieve growth targets (from reserves);

Continually increase marketing outreach budget over the next 3 years with a goal of being 10% of the total operating budget;

Determine where facility improvement grants will be distributed from in order to have that be sustainable moving forward;

Continually foster a healthy working relationship with the Georgia Tennis Foundation, ensure that the GTF continues to serve as the charity arm of the Association through its mission, policies and procedures.

“TO PROMOTE AND DEVELOP THE GROWTH OF TENNIS ACROSS GEORGIA”

116 MARBLE MILL ROAD, MARIETTA, GA 30060

404-256-9543 P | 404-255-5403 F

WWW.USTAGEORGIA.COM