

An Evolving Era

USTA Georgia “Vision 2026”

2024 progress, 2025 outlook

Expansion of entry level
program offerings

Administrative/Personnel grant
increase stable for 2025

Facility Funding

Social media marketing grant assistance

Schools & Adaptive now
under GTF umbrella

Vision 2026

OUR MISSION

To promote and develop the growth of tennis throughout the state of Georgia.

OUR VISION

To be recognized as the leader of the Southern section through proactive growth, planning and execution.

League Program & Player Expansion

Continue to grow our core programs while working with USTA Southern to increase player retention and bridge the gap between entry-level players and formal league participants.



Community Tennis Development

Establish a multi-part plan to help CTAs proactively strengthen their organization, and continue to provide leadership and support to school tennis outreach initiatives.

Marketing and Communication

Implement various marketing campaigns to increase the awareness of tennis' health benefits and effectively communicate the impact of USTA Georgia and our CTAs.



Organization Excellence & Partnerships

Cultivate greater board governance supporting the growth of USTA Georgia tennis by streamlining our systems and forming strategic business partnerships.

Revenue & Foundation Outreach

Identify where facility improvement grants can be distributed to increase sustainability in the future while continuing to nurture the relationship between USTA Georgia and the Georgia Tennis Foundation.



2025 USTA GEORGIA FACILITIES GRANT

The 2025 Facilities Grant offers financial assistance for basic facility improvements. These improvements include tennis court amenities like backboards, windscreens, nets, and scoring devices.

Funding is up to 50% of the total project cost with a \$5,000 maximum.

Priority will be given to facilities who have an established working relationship with their local Community Tennis Association and host USTA programming on their courts. Letter of support from local CTA is **required**.

Facility must have a current USTA Organizational Membership before receiving funding.

Application deadline:
April 16, 2025

Approval notice:
May 14, 2025



APPLY TODAY!



USTA GEORGIA 2025 FACILITIES GRANT



Application Deadline: April 16, 2025
Notification of approval: May 14, 2025

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Funding is up to 50% of the total project cost with a \$5,000 maximum.

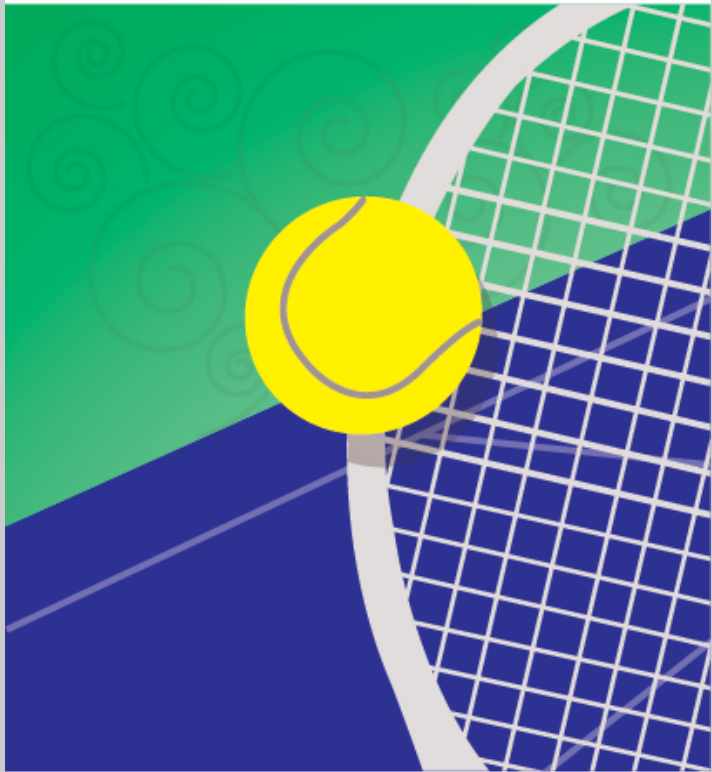
Application requirements include:

- Established working relationship with local CTA
- Letter of support from local CTA
- Host USTA programming on facility courts
- Current USTA Organizational Membership

APPLY NOW



**MIDDLE
GEORGIA**



**TENNIS
CENTER**

2024 USTA Georgia Facilities Assistance Grant

10 applications granted for funding, 8 funded in 2024

**Allatoona High School
Bill Reynolds Tennis Center
Cooper Creek Tennis Center
Epworth Park
Greater Atlanta Christian School
Harrison Tennis Center
Middle Georgia Tennis Center
Shaquille O'Neal Boys & Girls Club (McDonough)**

2 projects - funding awarded but was never completed

**Total funding - \$40,010.00
(\$9K funded from 2023 approved projects)**

Funding



Southern Innovation Grant - 2024 Georgia Awardees

CORTA - Points & Pints Ladder Program

**"Teachers Who Tennis" - Augusta (CSRATA), Columbus (CORTA), Dalton (NOGTA),
LaGrange (CHATA), Macon (MATA)**

Kids & Tennis Rule Community Tennis Association - Art & Tennis (Daisha Reed)

Sign1U Deaf Youth Tennis Camp Initiative (Karen Graham)

Roots to Racquets - Cumming (Jim Harp)

USTA Georgia - Social Media Marketing Grant expansion

2024 Georgia total - \$42,850

Website Improvements



NEWSLETTER

DISTRICT ONE



Coosa Valley TA

CVTA hosted the annual Teach Me Tennis Tournament in November, and students had the chance to show off their newly acquired tennis skills. Way to bring in more players, CVTA!

DISTRICT TWO

Clarke-Oconee TA

The King and Queen of the Court doubles tournament was a smashing hit! If the action on the courts wasn't enough, the courtside fun was a ball. Catch the next tournament in the spring!



DISTRICT FIVE

Macon Area TA

Is it purple, green, or blue? No, it's Red Ball! MATA's Red Ball Social saw beginning and returning players as the game is the perfect avenue to sharpen tennis skills.



DISTRICT SIX



MACH Academy

There's no better way to get new players on the court than with a tennis clinic. MACH Academy hosted an adult clinic, and participants got try their hand at serving, rallies, and strokes.

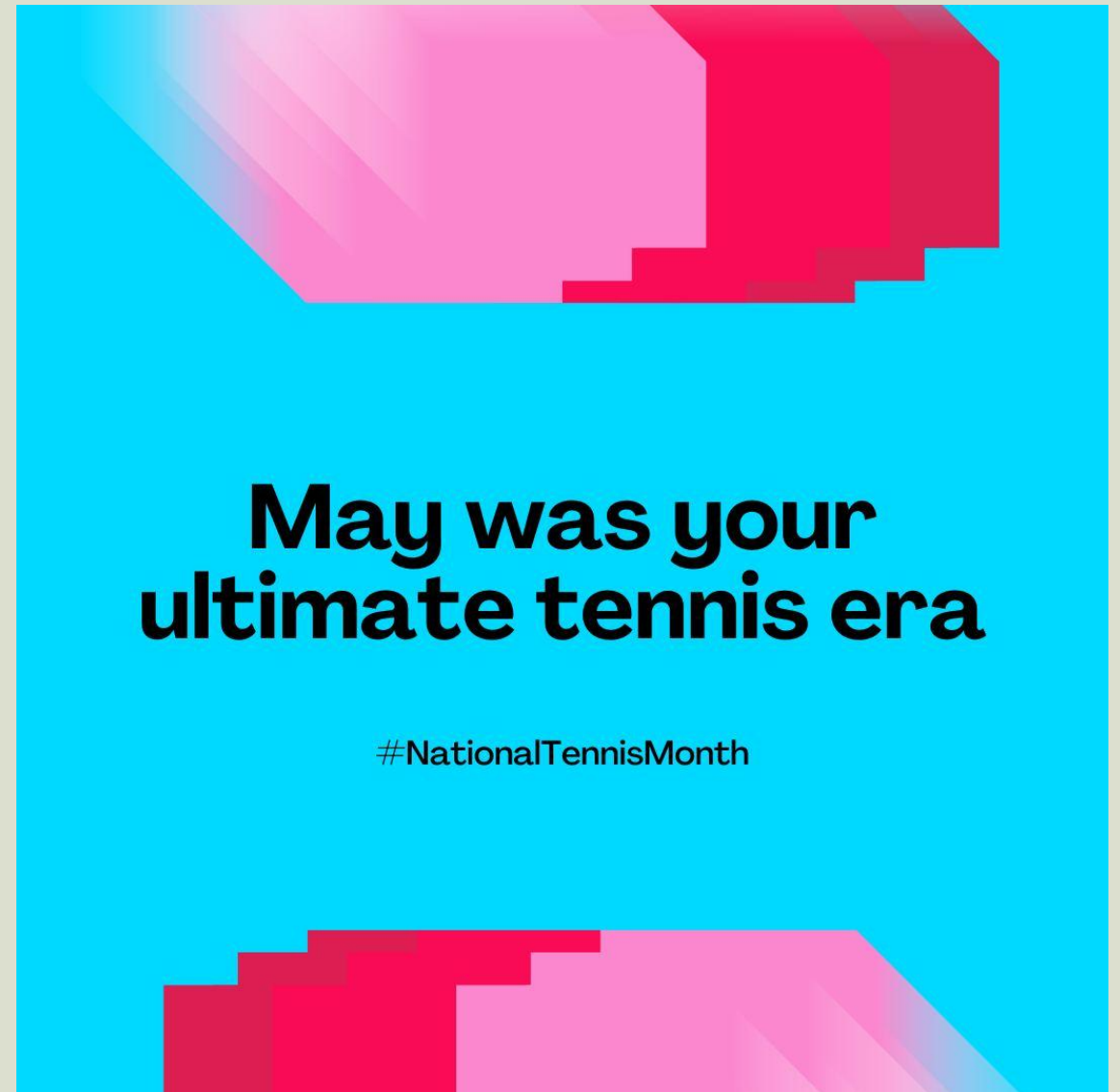
DISTRICT SEVEN

Mitchell County TA

Mitchell County's Match Play Day was a huge success and players were able to bring items to support local animal shelters. The CTA donated several bags of dog and cat food for the organizations!



National Tennis Month - May 2025



Tennis Is Campaign

Tennis you.

Tennis me.

Tennis us.

Tennis usta.



RED BALL TENNIS 2024 PILOT SUMMARY



477
PILOTS
GOAL: 416



22,414
PLAYERS
GOAL: 20,000



5,884
SURVEYS
GOAL: 5,000



* National also hosted 17 pilots with 7,571 players

	PILOTS	PLAYERS
CARIBBEAN	4	89
EASTERN	38	1,545
FLORIDA	25	1,353
HAWAII PACIFIC	7	319
INTERMOUNTAIN	13	236
MID-ATLANTIC	25	1,040
MIDDLE STATES	40	778
MIDWEST	28	645
MISSOURI VALLEY	20	573
NEW ENGLAND	19	473
NORTHERN	10	277
NORTHERN CALIFORNIA	29	951
PACIFIC NORTHWEST	1	50
SOUTHERN	120	3,724
SOUTHERN CALIFORNIA	22	768
SOUTHWEST	24	864
TEXAS	34	1,065

PLAY EXPERIENCE TESTED



32.1%
10% INSTRUCTION,
90% MATCHES



36.6%
30% INSTRUCTION,
70% MATCHES



31.3%
50% INSTRUCTION,
50% MATCHES

FACILITY TYPES USED



92.8% w/ only tennis courts (40% w/ blended pickleball lines)
4.5% non-traditional spaces
3.7% w/ only pickleball courts

PLAYER FEEDBACK SUMMARY via MICHIGAN STATE UNIVERSITY



661
full-length surveys
complete course curriculum



5,223
abbreviated surveys
drop-in, rouge instruction

SATISFACTION

Intent to continue playing Red Ball Tennis

- 72% overall
- 80% w/ curriculum
- 71% w/o curriculum

Intent to continue playing tennis in any form

- 83% overall
- 85% w/ curriculum
- 83% w/o curriculum

PLAY PREFERENCE

Bounce required is supported across skill levels:

- 93% of players found it effective

Satisfaction with all scoring formats are high:

- 89% - 1, 2, 3, 4, sets to 4 games
- 83% - First to 10 points
- 88% - Traditional Tennis Scoring
- 81% - Timed matches

Red Ball is for skill development and play for fun:

- 82% - Play for fun and/or competition
- 58% - Develop skills and progress to yellow

PLAYER BREAKDOWN



Tennis Experience Level

- 58% beginner
- 21% moderate experience
- 20% very experienced



Age

- 16% - 18 to 24
- 52% - 25 to 44
- 33% - 45+

THEY SAID IT!

"I had a great experience and **can't think of anything to change**" ~27-year old from Texas

"**This program is great** and I will continue doing it." ~45-year old from Texas

"**Easy to pick up** using existing courts and lines." ~42-year old from Southern

"I enjoyed the community it brought and **no stress of not knowing much about tennis.**" ~34 year-old from Southern

"**This is such a fun opportunity to learn tennis** and do something **good for my health.**" ~42-year old from Texas

"**I enjoyed playing on the small court.** It was fun to play." ~70-year old from Southwest

"I'm a 3.5 tennis player. **It's fun to play red ball with more experienced players.**" ~60-year old from Southwest

"**I played red ball tennis with my kids** who are new to tennis and it was great fun for them." ~46-year old from Mid Atlantic



New GTF website & logo launched!

GEORGIA TENNIS
F O U N D A T I O N



GEORGIA TENNIS
F O U N D A T I O N



GEORGIA TENNIS
F O U N D A T I O N

GEORGIATENNISFOUNDATION.ORG

GTF Scholarships Available

Manny Guillen Scholarship

The scholarship is named after Manny Guillen, a long-time ASI Committee member and volunteer. Manny is a 40+ year USTA volunteer at all levels of the organization.

Amount: \$1,500

Eligibility:

- High school senior of Hispanic origin
- Currently on a varsity tennis team
- Entering college after graduation



Richard Bowers Scholarship

Named for Richard Bowers, long-time ASI Presenting Sponsor and Committee member, U.S. Military Academy West Point tennis player, and 2015 Georgia Tennis Hall of Fame inductee.

Amount: \$1,500

Eligibility:

- High school senior on a varsity tennis team
- Has an immediate family member currently serving or who previously served in the military
- Entering college after graduation



Ralph Grieco Family Foundation Scholarship

The scholarship, established by the Grieco Family, is named after Ralph Grieco, a highly ranked senior player at the state, section & national level of USTA.

Amount: \$1,500

Eligibility:

- High school senior on a varsity tennis team
- Entering college after graduation



- This will be for HOF virtual tour clip

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