Mapping the Future of Tennis: Using Kinetica to Understand Your Community

MORGAN BRANNON

USTA

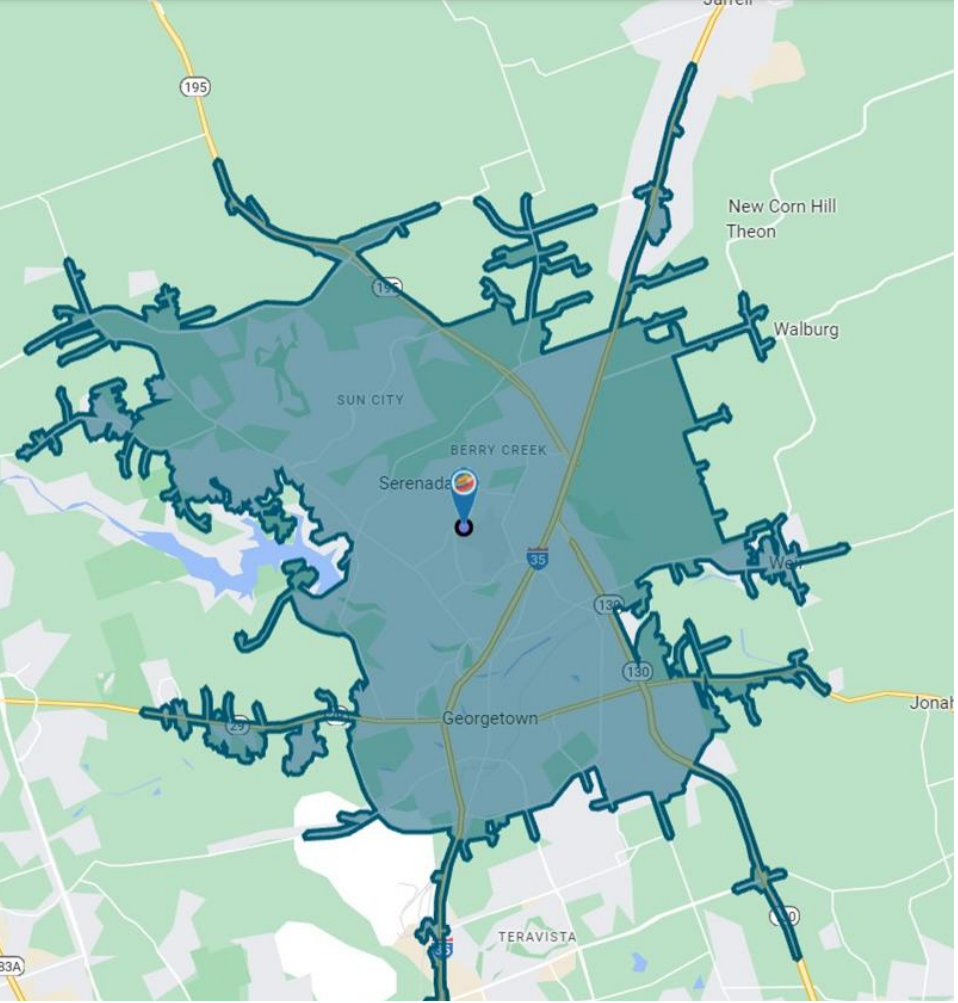
Nice to meet you!
I'm Morgan Brannon

Director of Marketing & Data for
USTA North Carolina

What is Kinetica?

Kinetica is...

- A proprietary geospatial analytic platform
- A collection of regional data on every point imaginable - including population, demographics, infrastructure, etc.
- Specific to tennis: shows us tennis participation, courts, teaching pros, frequency of play, racquet ownership, etc.
- Each section/state/district has access to reporting and can work with CTAs to run reports and assist with usage



Georgetown Sheraton

SURROUNDING AREA- 15 MIN. DRIVE

64,858
Population

$92K
Avg. HHI

$79K
Texas Avg. HHI

11,600
School Students

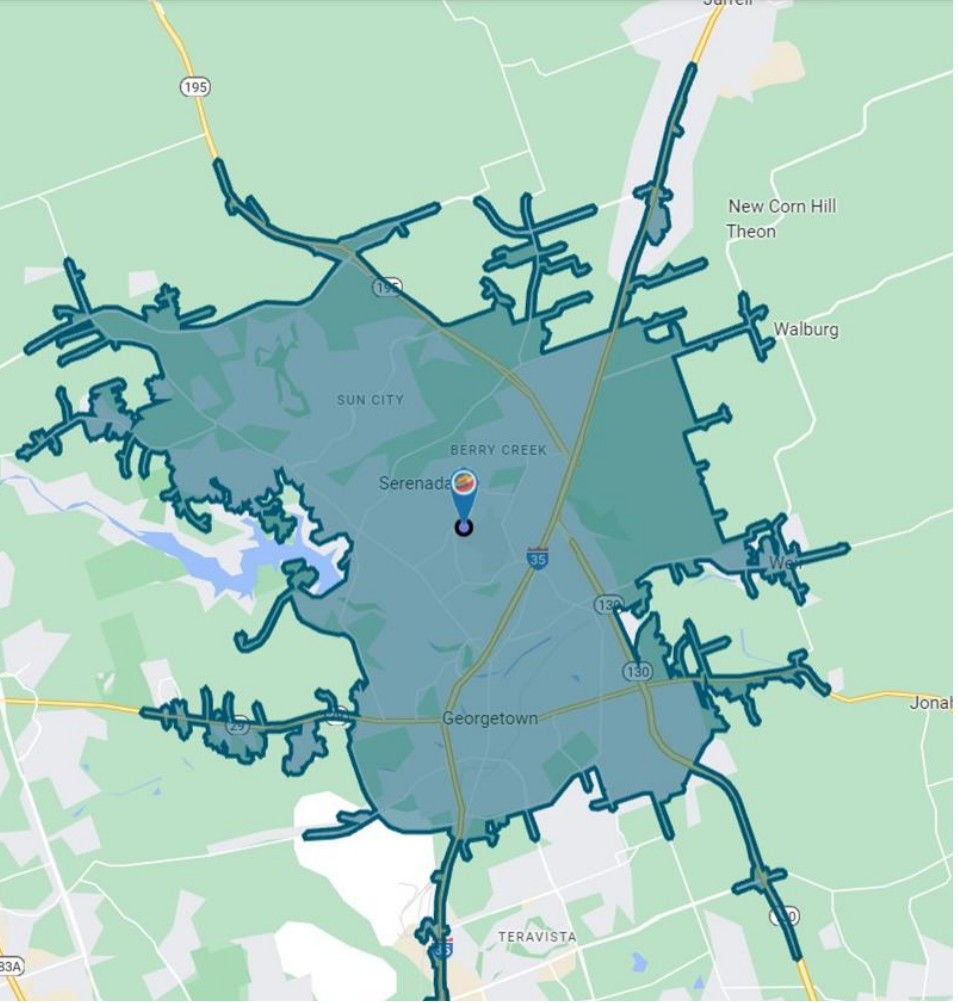
812
School Teachers

8%
Population
Play Tennis

8.62%
Texas Avg.

33.8%
Have a
tennis racquet

33.1%
Texas Avg.



Georgetown Sheraton

TENNIS INFRASTRUCTURE

13
Venues (Public & Private)

99
Courts

14
SafePlay Providers

3
Active Officials

655
Citizens/Court

How can Kinetica benefit your CTA?

Benefits of Kinetica

Kinetica

Hotspots of Tennis

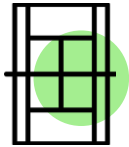
Where are areas of growth potential? (interest level)

Marketing Opportunities

Where are my Officials?

Safeplay Providers

Current/potential Players?



Where are courts?

What do they look like? (number of lights, locker rooms, surface type)

Let’s take a tour of the Kinetica platform!

Make it Stick

- Take a few minutes to look through the sample Kinetica catchment report at your table - what are 2-3 data points that you can see of value?

- At your table, share your thoughts.

Dive Deeper

- Dive a little deeper into a potential program, campaign, or initiative you could envision using Kinetica data for.

- At your table, share your thoughts.

Using Kinetica for Advocacy

Q&A, Takeaways, and Thank You!