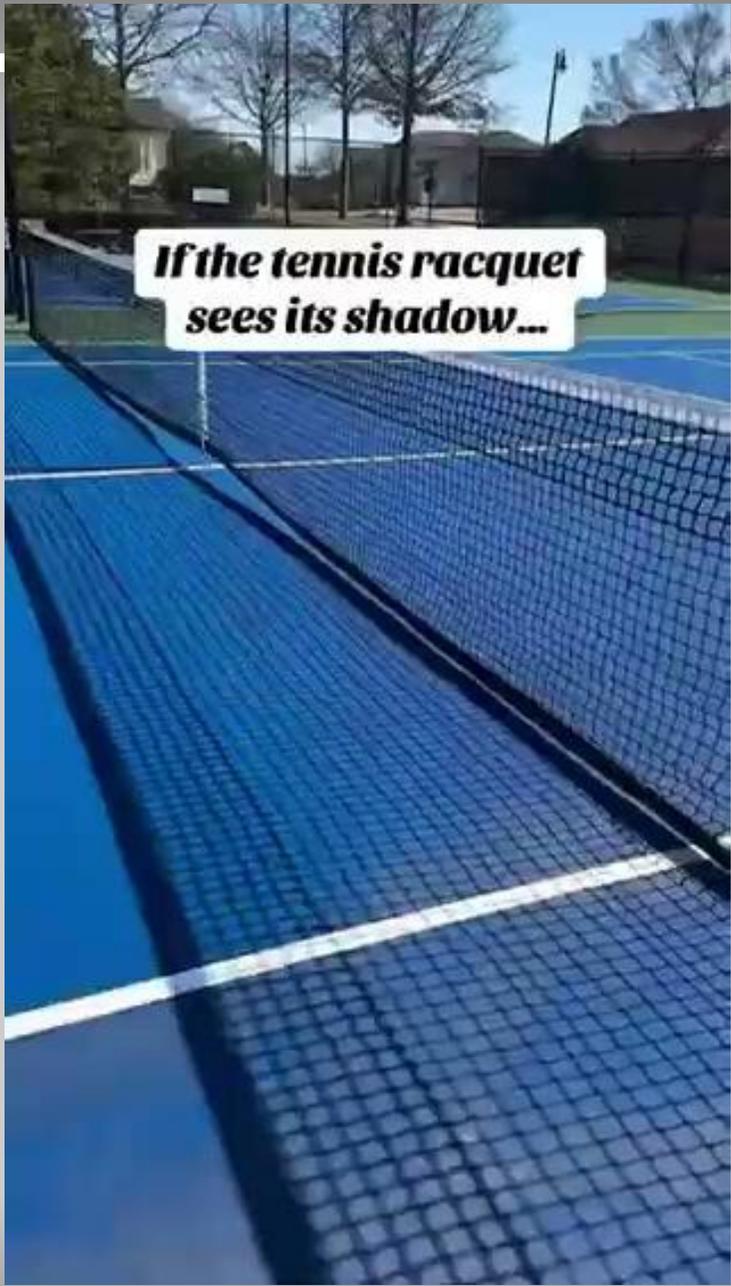




The Power of Tennis and Teamwork

2026 USTA Georgia CTDW



***If the tennis racquet
sees its shadow...***

Success Stories from 2025...





EMPOWERING LOCAL DELIVERY



USTA  SOUTHERN

COMMUNITY TENNIS

PLAYBOOK

Empower our Southern Communities to drive mass participation by offering a menu of program models that attract new players, retain current ones, and generate iterative revenue. Resources, training, and tools can be found within to help manage these programs effectively.



PROJECT TASK FORCE

SOUTHERN PRESIDENT

Ted

Reese

STATE PRESIDENT

Kathy Ruckstuhl

STATE ED

Deanna Garretson

SOUTHERN STAFF

Andrew Feldman

Darren Wenger

Sarah Quatela

Ron Cioffi

Hanane Toumi

Isaac Pearlstone

VOLUNTEERS

Holly Haney

Laura Weygandt

STATE STAFF

Chris Stuart



BREAKING BARRIERS TO GROWTH

Learning to Fish

- Many CTAs, Parks, NJTLs and HOAs operate with limited staffing, little league revenue, or minimal board support.
- To reach new audiences, we need low-cost, high-activity models that require minimum investment but generate maximum local revenue.
- Shifting from "organized competition only" to a "mass-participation" model that naturally leads to long-term play.



THE SOLUTION: DIGITAL PLAYBOOK



- A curated selection of program models designed to attract new players and retain existing ones.
- Providing the "how-to" through digital training, operational tools, and marketing assets.
- Specifically engineered for minimum investment and limited staffing requirements.
- Develop and strengthen state relationships with another group of valuable providers.



PROGRAM MENU



Learn to Play

Fun classes to sample tennis



Doubles Quads

Social Doubles for weekly play



Challenge Ladder

Flexible Match Play on your schedule



USTA Junior Circuit

2 to 4-Hour Match Play for junior players



Red Ball Social Mixer

Fun & Easy Tennis on smaller courts



Triples

Fast Paced 3 on 3 play on a full court





PROGRAM INFORMATION



CHALLENGE LADDER

- PROGRAM INFO**
- VIDEOS *Coming Soon*
- CASE STUDIES *Coming Soon*
- PROFIT PLANNER *Coming Soon*
- MARKETING MATERIALS *Coming Soon*
- APPENDIX *Coming Soon*

What is a Challenge Ladder?

- Players challenge each other to a match.
- The goal is to battle your way to the top by challenging players ranked above you.
- It's perfect for finding matches with players of similar ability and challenging better players as you improve!
- Ladders can be for Singles or Doubles.

EASE OF PROGRAM
Medium



SESSION LENGTH
6-8 Weeks,
1.5-2 Hours



PLAYER COST
\$25-35
Person



EXPENSES
\$243-300/
Session



PROFITABILITY
\$300-358/
Session



**Based on 20 players*

Target Audience	Adults (18+)
Level of Play	Beginner - Advanced
# of Players	10 - Unlimited
# of Courts	Players Provide (1 court)
Staff Needed	1 Volunteer (Any Level)
Equipment Required	None
Software Needed	TennisRungs
Payment Processor	Stripe



Provides a comprehensive overview in a simple and attractive format.



PROGRAM INFORMATION

PROGRAM INFO

VIDEOS

Coming Soon

CASE STUDIES

Coming Soon

PROFIT PLANNER

Coming Soon

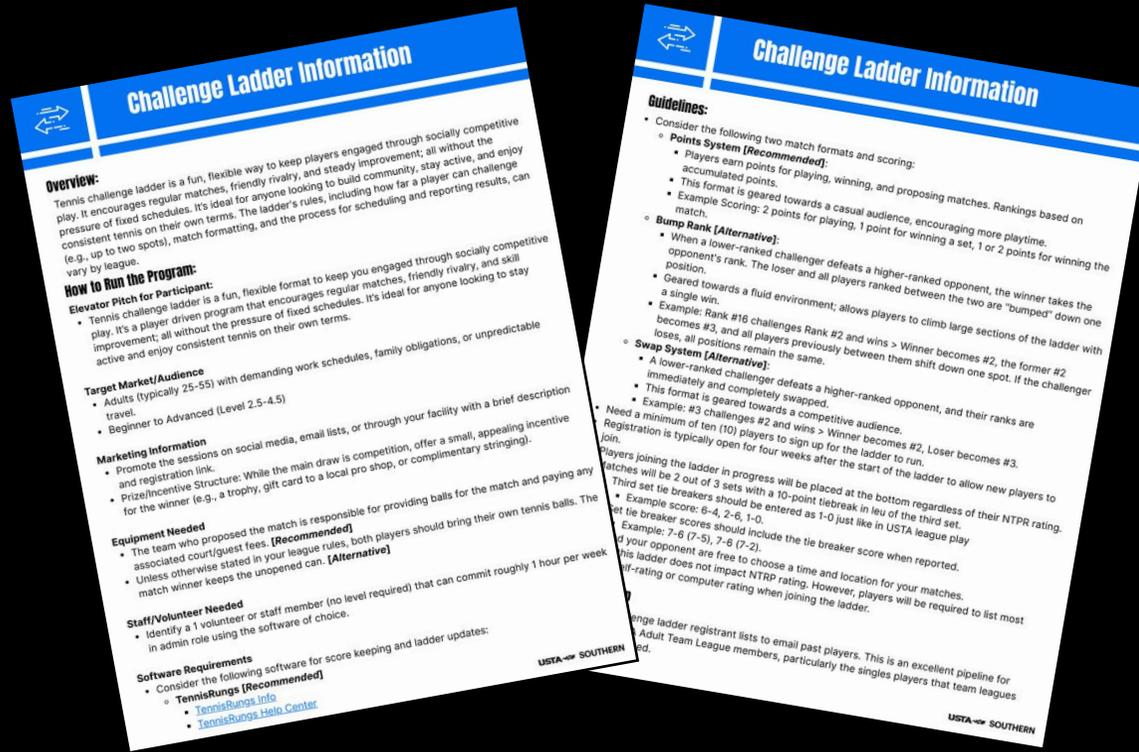
MARKETING MATERIALS

Coming Soon

APPENDIX

Coming Soon

Includes a comprehensive guide covering logistics, "how-to" steps, and success KPIs.





PROFIT PLANNERS

PROGRAM INFO

VIDEOS

Coming Soon

CASE STUDIES

Coming Soon

PROFIT PLANNER

Coming Soon

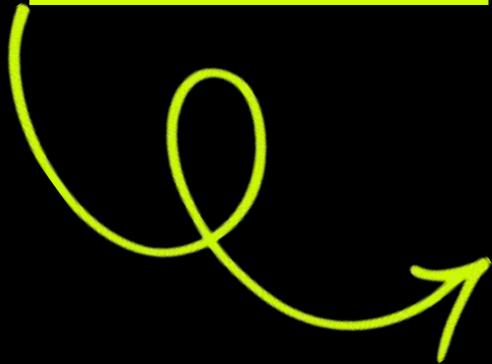
MARKETING MATERIALS

Coming Soon

APPENDIX

Coming Soon

Sample budgets and profitability worksheets to ensure sustainability.



Community Tennis Playbook Profit Planner

Challenge Ladder For Informational Purposes Only This Profit Planner Calculator is provided as a planning tool for illustrative purposes only. The results generated are estimates based on the data and assumptions provided by the user and do not constitute professional financial, legal, or accounting advice.

Revenue	Expenses	Profit	Profit/Hr
\$600.00	(\$300.00)	\$300.00	\$37.50

Legend
Enter Values | Calculated

Revenue Variables

Entry Fee	\$30.00	(per player)
Number of Players	20	(total players)

Operational Variables

Season Duration	8	(# of weeks)
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Expense Variables

Staff Cost	(\$20.00)	(one paid staff person per hour)
Software Fee	(\$35.00)	(TennisRungs per month)
Head Tax	(\$1.00)	(TennisRungs per player)
Prizes	(\$50.00)	(total cost)

Total Expenses

Total Software Fee	(\$70.00)	(8 weeks)
Total Staff Cost	(\$160.00)	(# of weeks * staff cost)
Total Misc. Cost	(\$70.00)	(prizes, head tax total)

COMING SOON



MARKETING MATERIALS

PROGRAM INFO

VIDEOS

Coming Soon

CASE STUDIES

Coming Soon

PROFIT PLANNER

Coming Soon

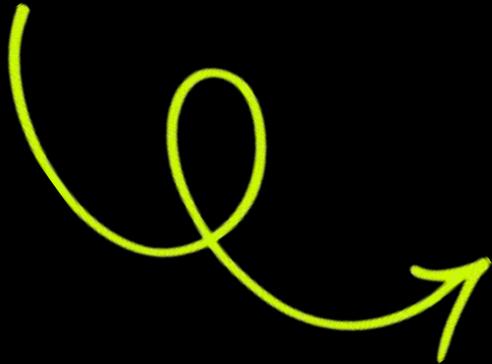
MARKETING MATERIALS

Coming Soon

APPENDIX

Coming Soon

Professional digital assets, program teaser videos, and customizable templates.



SINGLES CHALLENGE LADDER ADD LOGO HERE



What is Challenge Ladder?

- Players challenge each other to a match.
- The goal is to battle your way to the top by challenging players ranked above you.
- Scheduling is simple and scheduling a challenge is as easy as scheduling a match.

Key Benefits:

- Meet others of similar skill level
- Play matches outside of peak league time
- Provides a fun, competitive challenge
- NTRP Ratings are not impacted
- Play as many or as few matches as you want

Registration Link	Placeholder Text
Season Length	January 11 - March 8 (8 Weeks)
Cost	\$30/person before Jan 11, \$35/person after Jan 11
Format	2 out of 3 sets, 10-point tiebreak in lieu of 3 rd set
Prizes	1 st : \$100, 2 nd : \$50, 3 rd : \$25



STRATEGIC IMPACT & SCALING

REVENUE GENERATION

Turning underutilized courts into local revenue drivers.

SUSTAINABLE GROWTH

Providing the resources to run programs effectively with minimal oversight.

INCENTIVIZING ADOPTION

Exploring rewards for organizations that align local strategy with Community Tennis Playbook programming.

NEXT STEP

Gathering real-world feedback post-launch to refine and scale across the section.

SCAN ME!



southerntennis.com/ctplaybook

35X35



Facilities

Fundraising

Youth Tennis

Coaching

Advocacy

Atlanta Tennis Olympic Event - 30 year anniversary



USTA FOUNDATION
impact
CONFERENCE



USTA
CTDW COMMUNITY
TENNIS
DEVELOPMENT
WORKSHOP

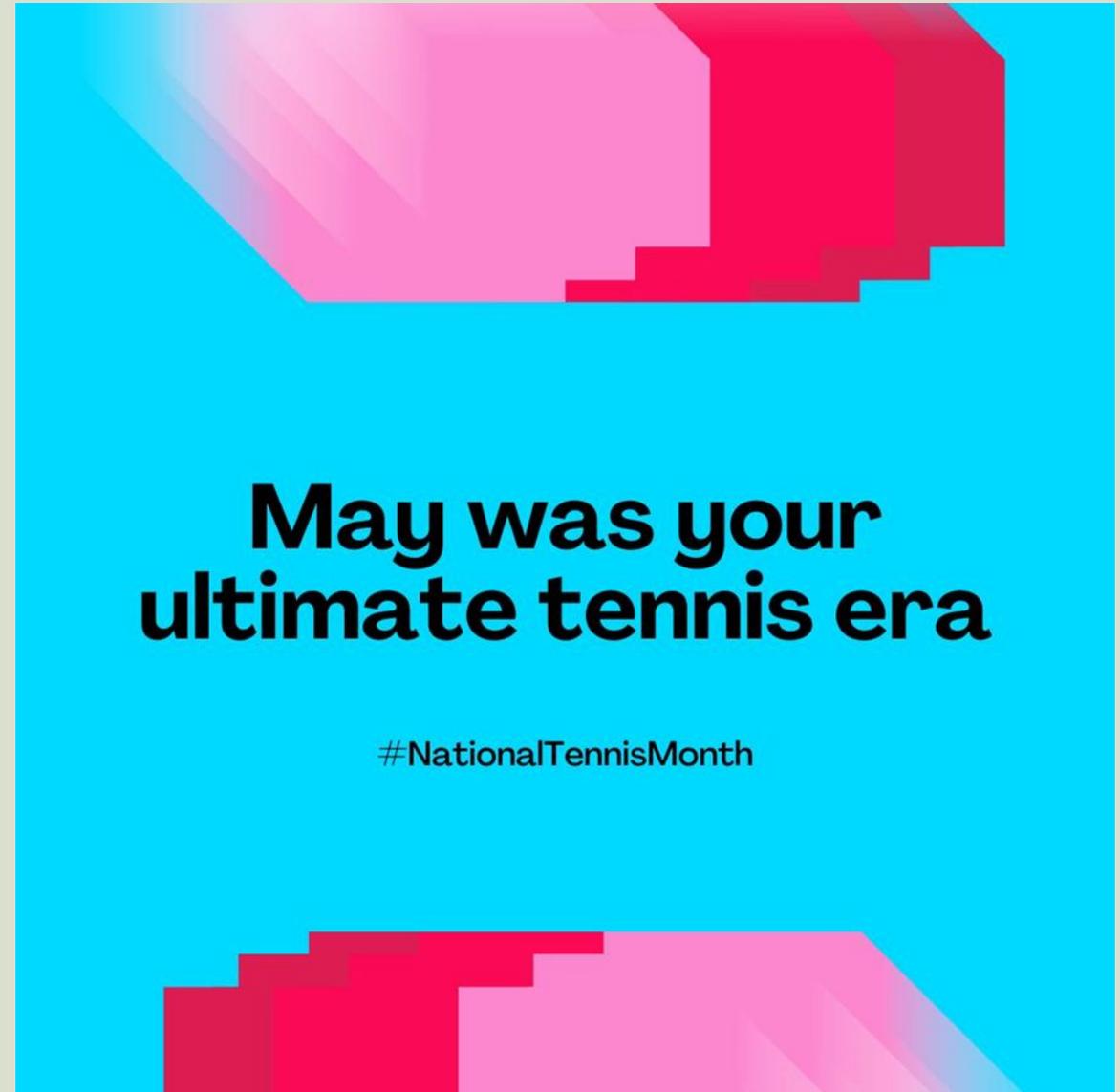
USTA

**Inspiring Healthier People and Communities
Everywhere!**

USTA Micro-Grants Awarded.

**Coming week
of March 2nd!**

National Tennis Month - May 2026



Funding





2025 USTA Georgia Facilities Assistance Grant

10 applications funded in 2025 (1 held over from 2024)

Cooper Creek Tennis Center (Columbus)
Diamond Lakes & Fleming Tennis Centers (Augusta)
Epworth Park (Glynn County P&R)
Greater Atlanta Christian School (Atlanta)
John Drew Smith & Randy Stephens TC (Macon)
McCluskey Tennis Complex (LaGrange)
McKey Park Tennis Center (Valdosta)
Mitchell County Tennis Center (Camilla)
Pooler Recreation Complex (Pooler)
Rome Tennis Center at Berry College (Rome)
Union County Tennis Courts (Union County Rec)

**Total funding - \$43,665.00
(\$2,265 funding from 2024 approved projects)**

Facility Funding Grants - 2026 Changes

One round of applications (last year 2)

Will open next week (after CTDW)

Closing on April 30th

\$4,000 maximum (2025 - \$5K max)

USTA GEORGIA

The Social Serve

GAME.SET.POST.

FEBRUARY 2026

Upcoming for USTA Georgia

February 7-8

USTA Georgia CTDW & Annual Meeting

[More Info](#)

February 11

2026 Grant Applications Open

[More Info](#)

March 2

World Tennis Day

Social in February

National Day Calendar

Notable mentions of the month:

Black History Month

2/2 Groundhog Day

2/4 National Girls & Women in Sports Day

2/14 Valentine's Day

2/17 Random Acts of Kindness Day

[Website Link](#)



USTA GEORGIA

District Newsletter

DECEMBER 2025

Welcome to this quarter's District Newsletter! In this edition, we're celebrating the power of community—from inspiring breast cancer fundraising events that brought players together for a meaningful cause, to adaptive tennis programs that continue to open doors and expand access to the game we love. We're proud to highlight the people, partnerships, and passion that make our community stronger on and off the court.

DISTRICT 1



Cherokee County Tennis Association

Cherokee participated in the Northside Hospital Tennis Against Breast Cancer event! It was inspiring to see so many women and men come together for such an important cause. Funds raised help provide essential mammogram screenings for those who are under-insured. Huge thank you to the Northside Hospital Foundation for hosting another beautiful and impactful event!



2026 Scholarship Applications are Open

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



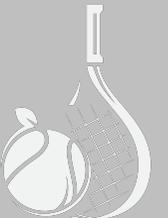
Ralph Grieco Family Foundation Scholarship

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



2026 Scholarships



GEORGIA TENNIS
FOUNDATION

INTRODUCING THE **ELAINE HAMILTON JUNIOR RECREATION SCHOLARSHIP**

Designed to help families provide their children with an enriching Junior Team Tennis experience.

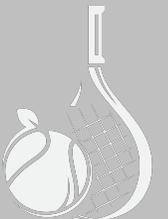
DONATE TODAY!

SELECT "ELAINE HAMILTON JUNIOR RECREATION SCHOLARSHIP"



GEORGIA TENNIS
FOUNDATION

JOHN CALLEN SUMMER SERVE SCHOLARSHIP



GEORGIA TENNIS
FOUNDATION