



1

Agenda

1. Background
2. How do the puzzle pieces fit?
3. National snapshot of CTAs
4. Ideal CTA



2

Background

Todd Carlson

Capital Area Tennis Assoc. Board Member

USPTA and PTR Certified Pro

12 years with USTA Texas

- CTAs, Adaptive , Advocacy, Adult Rec.

- Wheelchair, Tennis On Campus, Parks

2 years with USTA at the National Campus

- CTAs, Public Parks, Facility Development

Beau Fieldsend

MBA & Master of Sports Business (UCF)

Four Year varsity Tennis Player (FL Tech)

Former Academy Pro (John Newcombe Tennis)

Former Volunteer (The First Tee)

2+ years with USTA at the National Campus

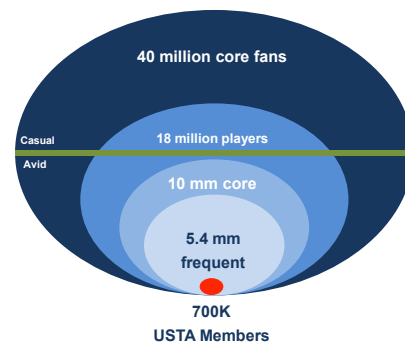
- CTAs, Public Parks, Facility Development



3

USTA Mission

To promote and develop
the growth of tennis.



4

USTA 2019-26 Strategic Directions

- ❑ Attract, Engage, and Retain New Generations of Diverse Tennis Participants**
- ❑ Lead Industry-Wide Improvements to the Tennis Delivery System, Provider Education, and consumer Experience**
- ❑ Build and Optimize Best-in-Class Digital Infrastructure and Platforms
- ❑ Ensure Continued Financial Growth and Performance
- ❑ Collaborate Within the USTA and Tennis Ecosystem for the Common Good of Tennis**



5

**NATIONAL
CAMPUS**



**DIGITAL
TRANSFORMATION**

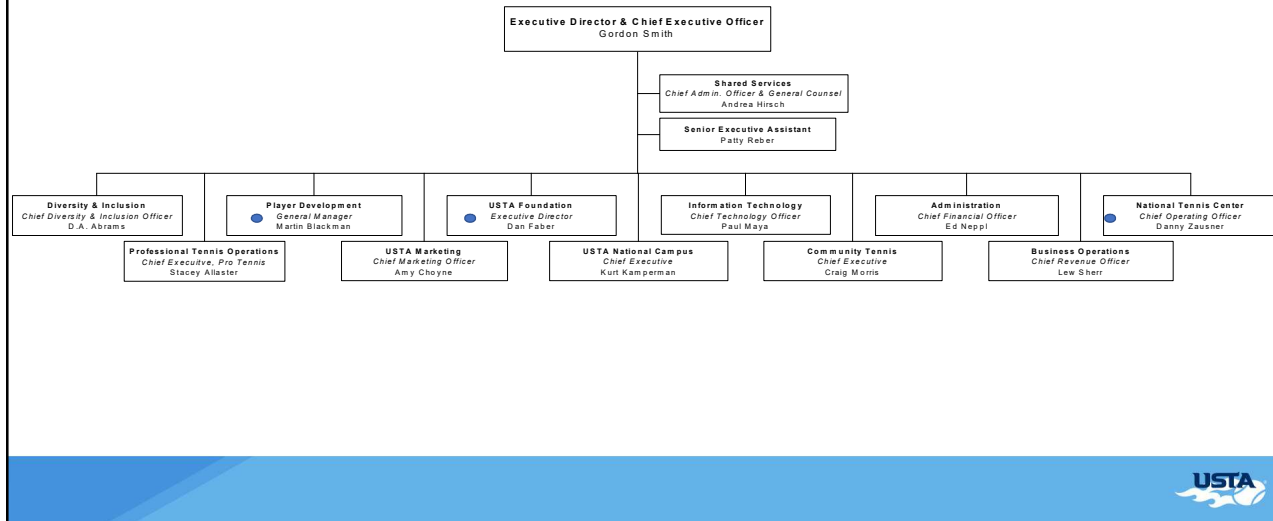


**STRATEGIC
TRANSFORMATION**



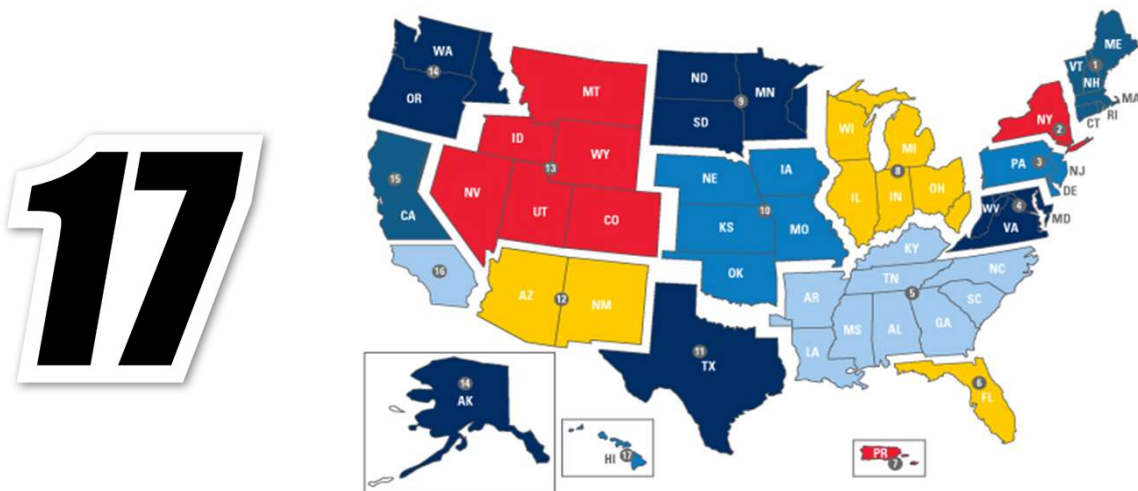
6

USTA Organization



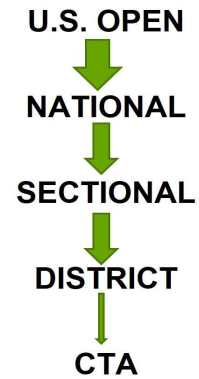
7

USTA Sections



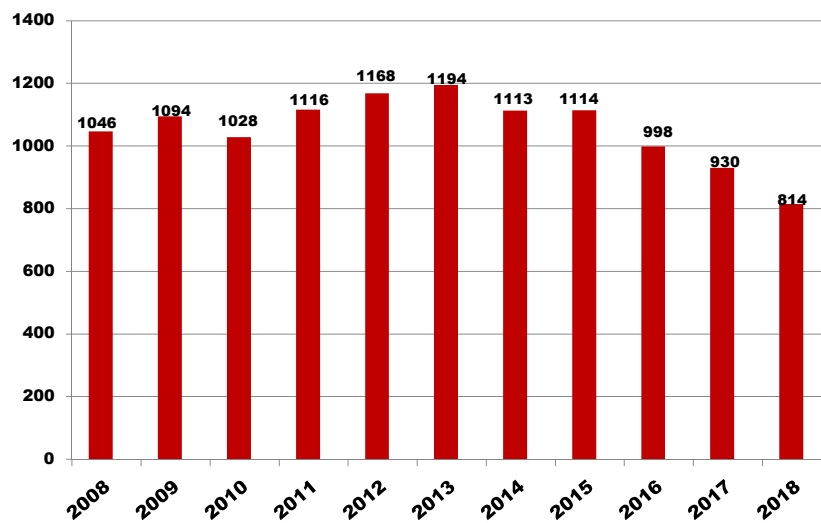
8

What Happens to the US Open Revenue?



9

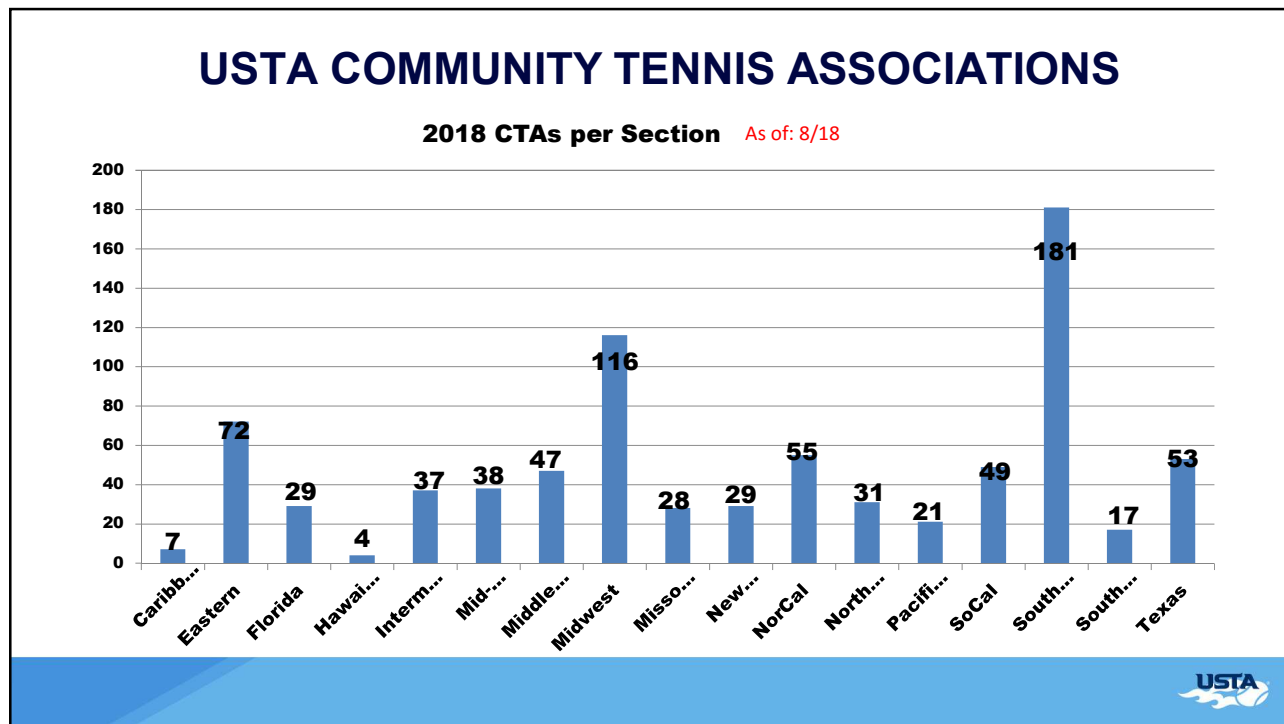
USTA COMMUNITY TENNIS ASSOCIATIONS



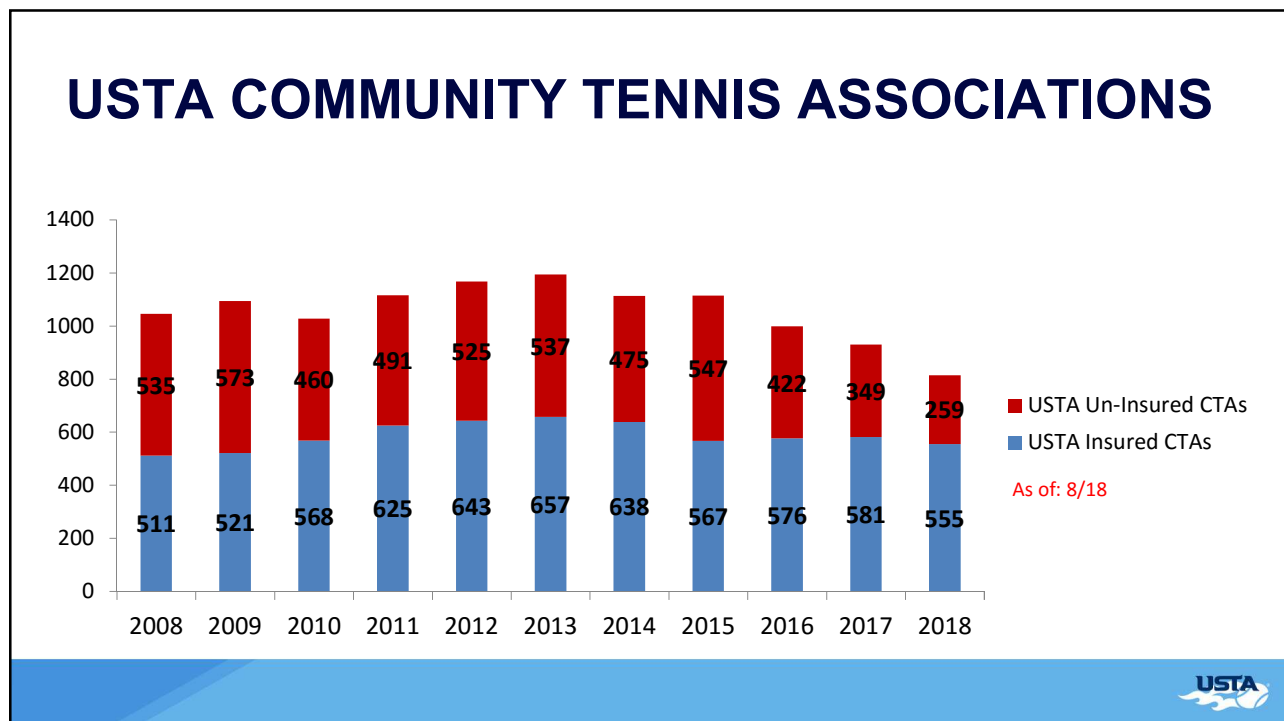
As of: 8/18



10



11



12

2018 CTA VOLUNTEERISM

- Total CTAs: 870 (as of 11/18)
- Total CTA Volunteers: 108,761
- Total CTA Volunteer Hours: 739,110



13

What is an ideal Tennis Association?

Diverse Board of Directors

Mission Statement

Strategic Plan (3-5 years)

Goals: Short-term / Long-term

Committees

Volunteers



14

Tell us about your organization?

The key is a strong board of directors.

- Who is on your board?
- Does it align with the population of your city/town?
- Does your board align with your organizational needs?
- What is the rhythm of your board meetings?
- How long are your board meetings?



15

Question:

Would your community be upset if you didn't exist?



16

Questions?

Todd Carlson
Todd.carlson@usta.com
 512-789-9658

Beau Fieldsend
Beau.fieldsend@usta.com
 407-462-9668



17



USTA SOUTHERN Community Development Webinar

December 2018

Andrew Feldman
 USTA Southern Community Development

18



19

Who do you represent?

Click any/all that apply to you...

- Community Tennis Association (CTA)
- NJTL (National Junior Tennis & Learning)
- USTA staff (national, section, state)
- Tennis teaching professional or instructor
- School teacher or partner

20

Question:

Would your community be upset if your program didn't exist?

- 1) Absolutely, we make a big difference and have an impact on people's lives.
- 2) Possibly – it would affect some, but not everyone.
- 3) Hmm...I'm not sure how to answer this.



21

What is an ideal tennis association?

Diverse Board of Directors

Goals: Short-term / Long-term

Mission Statement

Committees

Strategic Plan (3-5 years)

Volunteers

**Let's look at a few concrete examples
in USTA Southern...**



22

What's an ideal tennis association?

Louisville 10&Under Tennis Association (Kentucky)

- As of Fall 2018, they had 75+ programs spread across community centers, schools and parks
- Successfully expanded programming to include an elementary school league in 2016 and more than doubled over the past 3 years
- Secured \$70K in Play it Forward funding to share with 4 Louisville CTAs as a collaborative group, exceeding their goals



23

What's an ideal tennis association?

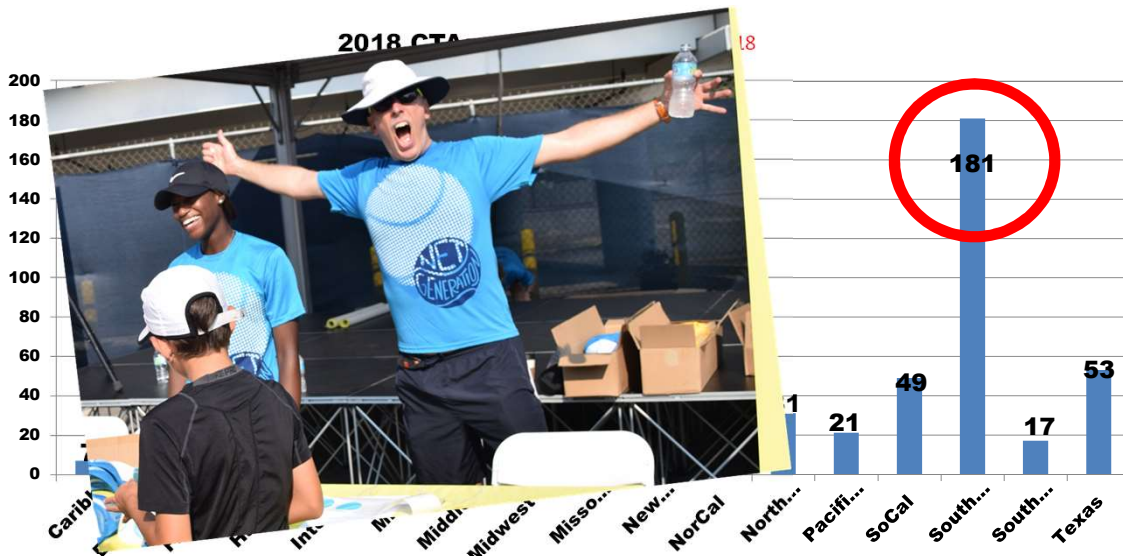
Northeast Georgia Tennis Association (Georgia)

- Clear plan to engage players and non-players as captains for new and existing adult and junior teams
- Actively recruits community members as volunteers and has a defined volunteer recognition plan and strong organizational structure
- Initiated a Diversity and Hispanic Outreach project primarily focused on schools and Boys & Girls Clubs



24

USTA COMMUNITY TENNIS ASSOCIATIONS



25

What are you doing to become the best tennis program you can possibly be?

What can we do (the USTA) to help you do that?

Andrew Feldman
feldman@sta.usta.com



26