

If You Build It, We Will Help

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CTAs, Parks & Market Development



USTA Georgia 2014 CTDW – Saturday, February 1

OBJECTIVES

- Identify current trends in tennis that support tennis facility improvements and construction
- List the resources available from the USTA Facility Assistance Program and how to receive assistance and funding
- List the resources available to assist with program development



USTA Facility Assistance Program

- Established in 2005 as a TIP Adopt-a-Court program
- Issued grants for Public Facility infrastructure development



Achievements/Goals

- Over \$9.75 million granted to court infrastructure since 2005
- Court 10K celebrated last March
- 2014 goal - Build/line 2,200 new 36' and 60' courts with focus on permanent courts



The US Open Effect on Community Tennis



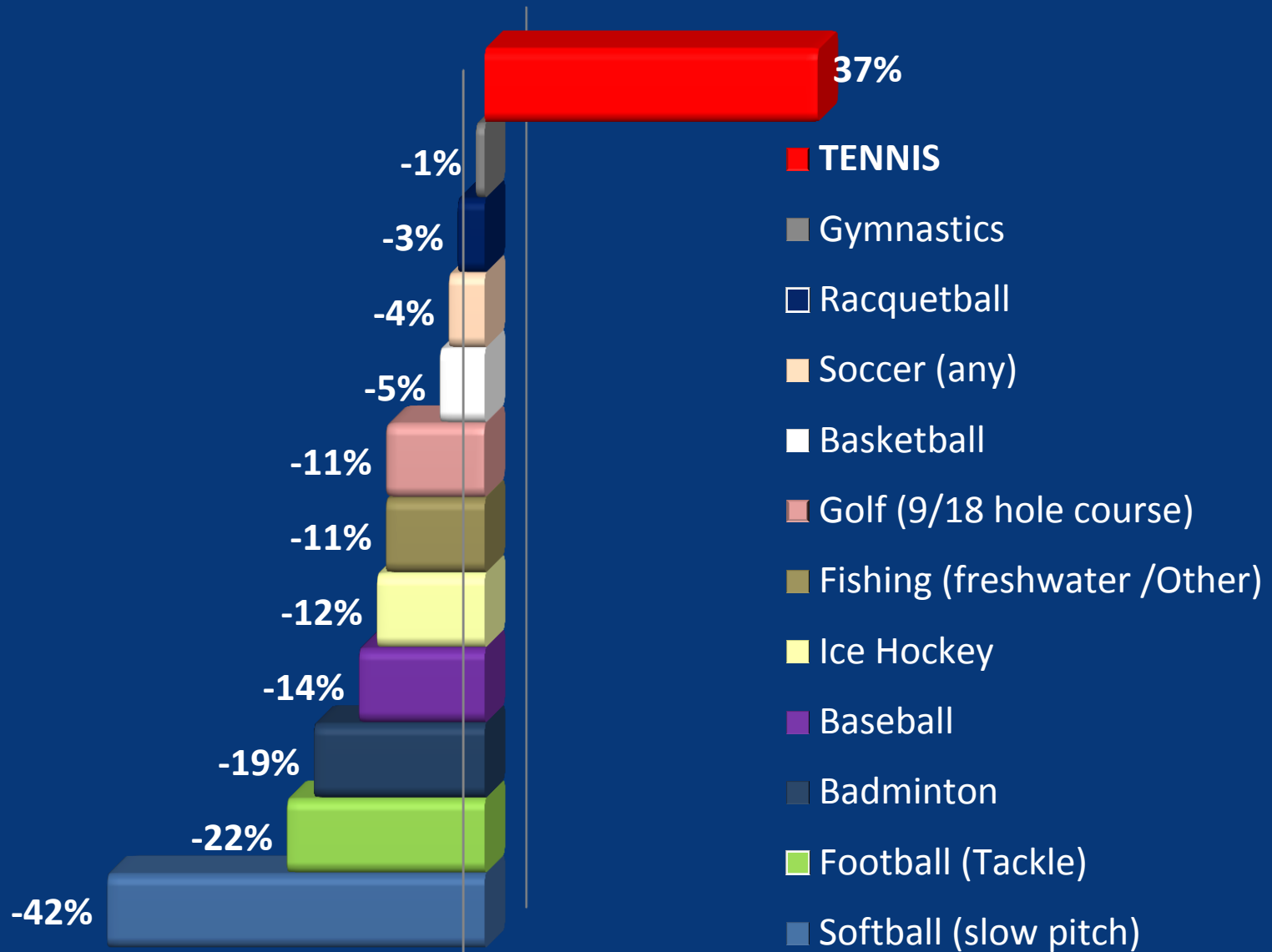


Why Renovate or Construct?

- **Tennis Participation**
- **Health and Wellness**
- **Economic Impact**

Change from 2000 to 2011

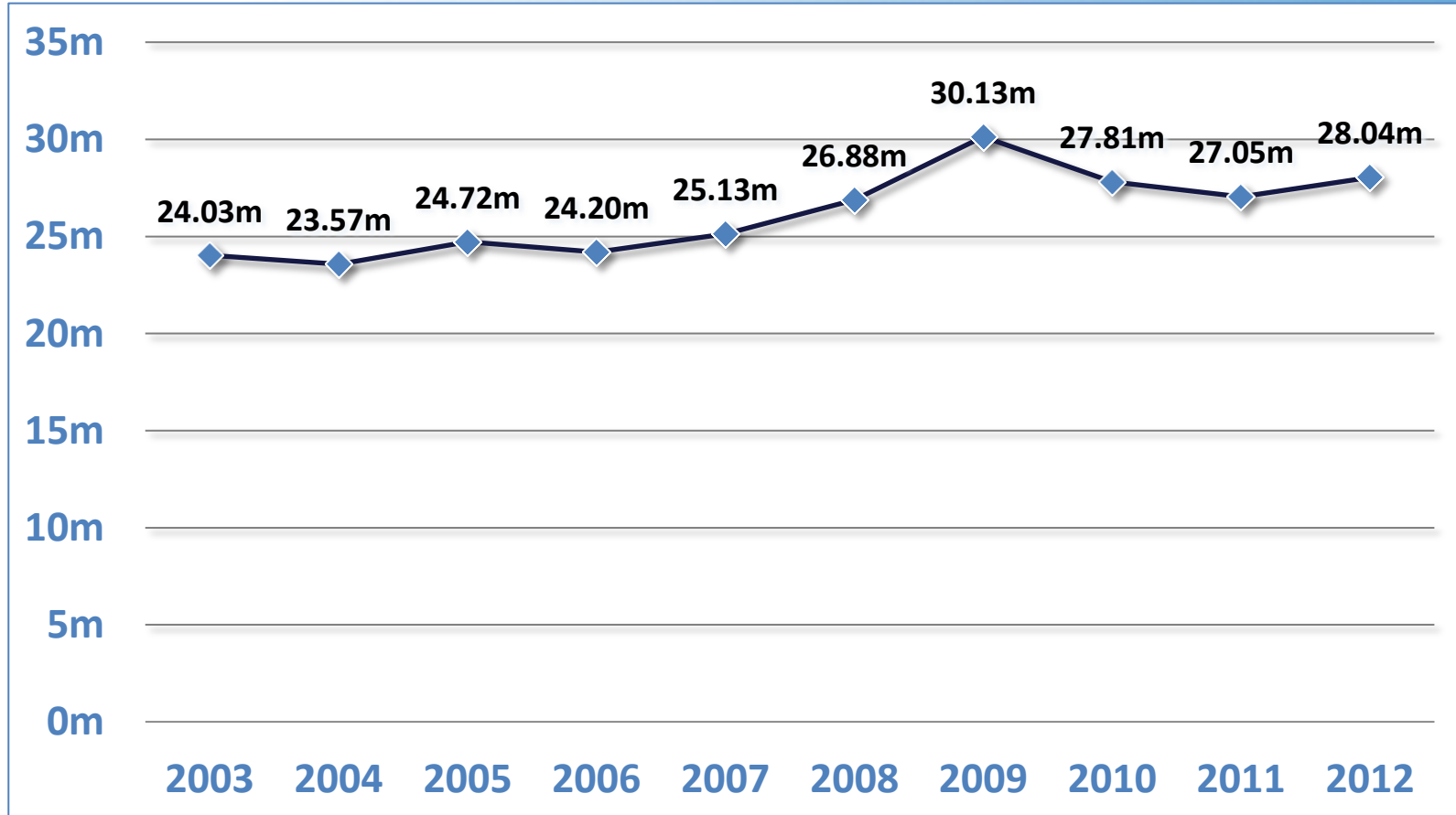
Traditional Sports



Source: 2012 Physical Activity Council (SGMA, SIA, IHRSA, NGF, OF)

Tennis Participation

- Total participation grew nearly 4%, to 28 million (from 27 million in 2011)
- In 2012 the total participation **rate** is 9.47%, up from 9.21% in 2011

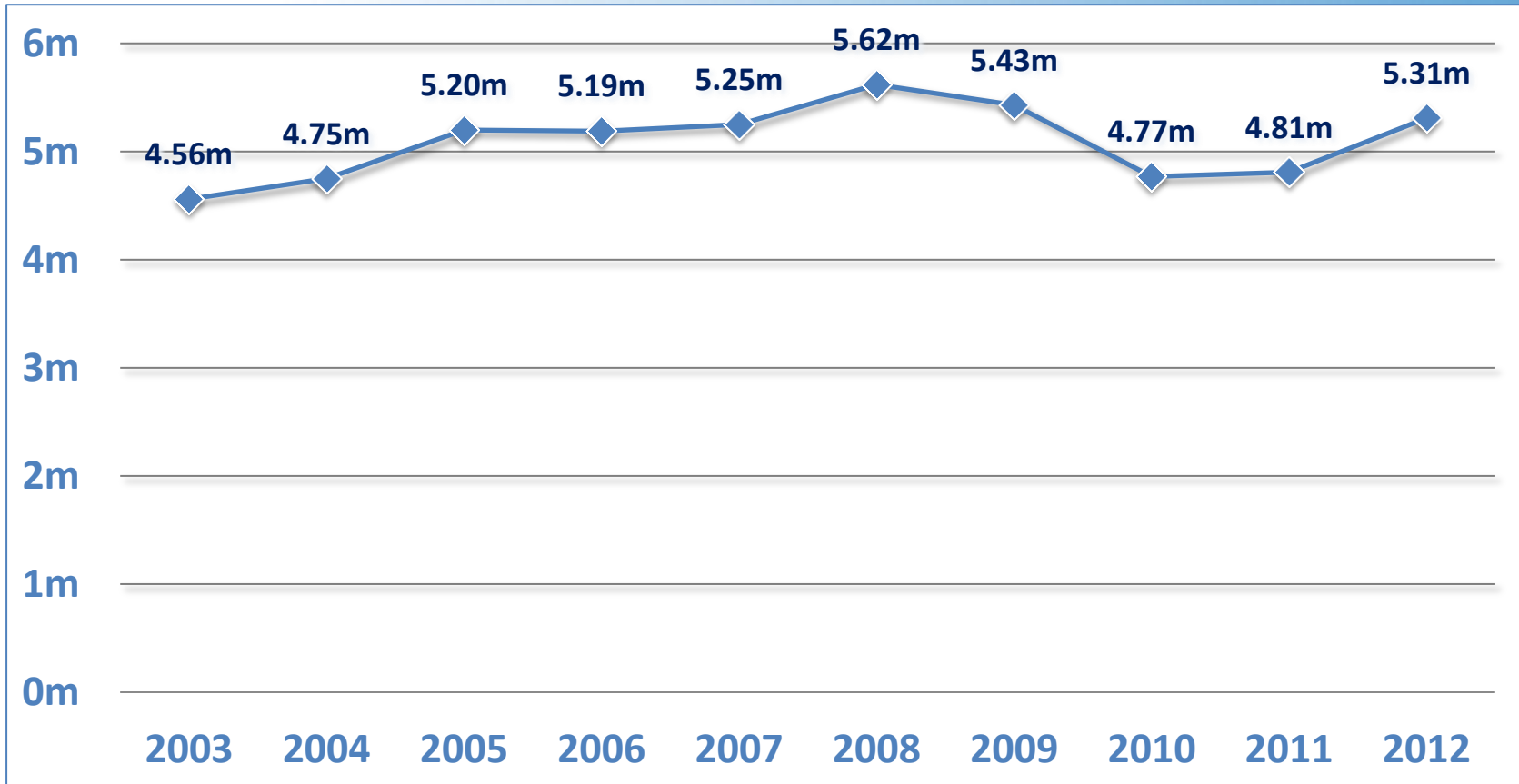


Total Participation: Age 6+. Played tennis at least once in past year

Frequent Player

2012 showed a 10% increase over 2011 to 5.3 million, from 4.8 million

- After 2 straight years (2010-2011) of fewer than 5 million frequent players, 2012 saw the third-largest number of frequent players in the last 10 years.
- In 2012 frequent player penetration was 1.79%; it was 1.64% in 2011.



Frequent Players: Age 6+. Played tennis 21+ times in past year



Health & Wellness



YOUTH WHO PLAY TENNIS...

Get Better
Grades



Spend more
time studying

Have college
aspirations



More say they will
graduate from college

Are better
behaved



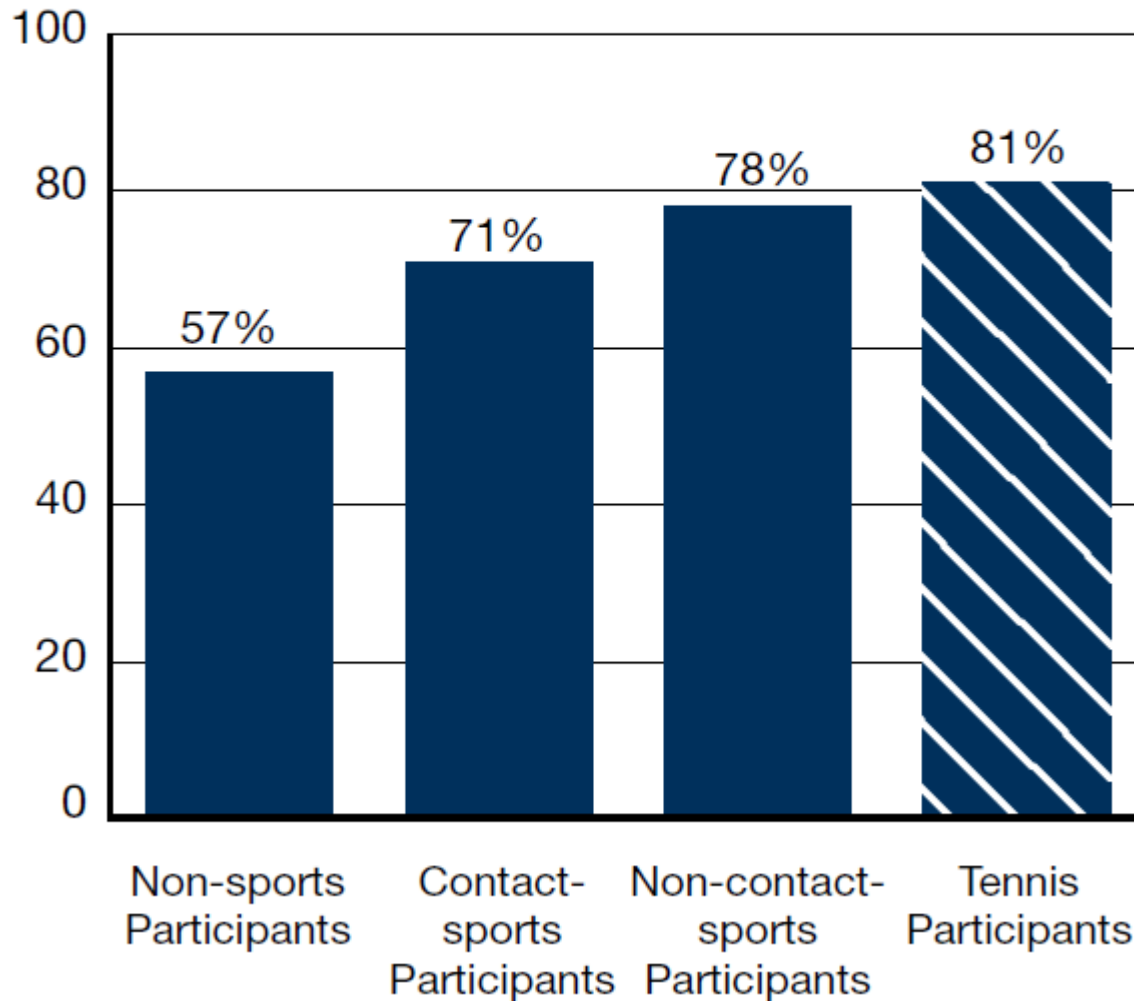
Fewer are suspended
or expelled

Are more
community-minded
and well-rounded



More are engaged in
extracurricular activities

Table 3-ES: Percentage of U.S. Adolescents Who Said They Definitely Will Go To College, by Type of Sport



Economic Impact




Getting Started

www.usta.com/facilities

FACILITY ASSISTANCE SERVICES & GRANTS | TECH SPECS | 10 AND UNDER FACILITY RESOURCES | PHOTO GALLERIES

Facilities



PROGRAM OVERVIEW

LEARN MORE

REPORT 36' & 60' BLENDED LINES

FACILITY ASSISTANCE FORM

GET STARTED

The USTA Facility Assistance Team is here to help make your community's tennis facility dreams become reality!

Facility Assistance

Getting Started

USTA FACILITIES

Google Custom Search Search

USTA Tennis Association

Tennis Youth Tennis TennisLink Improve Your Game Coaches/Organizers Facilities About USTA Multimedia & Interactive Pro Tennis US Open

USTA Facility Assistance Form

General Information

The submission of the Tennis Facility Assistance Form will initiate the USTA assistance process for all seeking technical services from the USTA. Technical assistance can be in the form of preparation of conceptual plans, technical reviews of facility design documents, advocacy consultation or addressing specific planning and design issues related to a new or existing tennis center. THERE ARE NO WRONG ANSWERS.

Before completing this form please click here to review the [USTA Guide to Facility Assistance](#)

Required fields are marked *

Primary Contact

Title (Mr. Ms. Mrs. Dr.)

* First Name

* Last Name

* E-mail

The Process

- Form Received by USTA
- Assigned to Kristi Wright
- Contact Made within 30 Days



Advocacy

- Meeting with decision makers
- Selling the growth of tennis
- Promoting the benefits of tennis centers

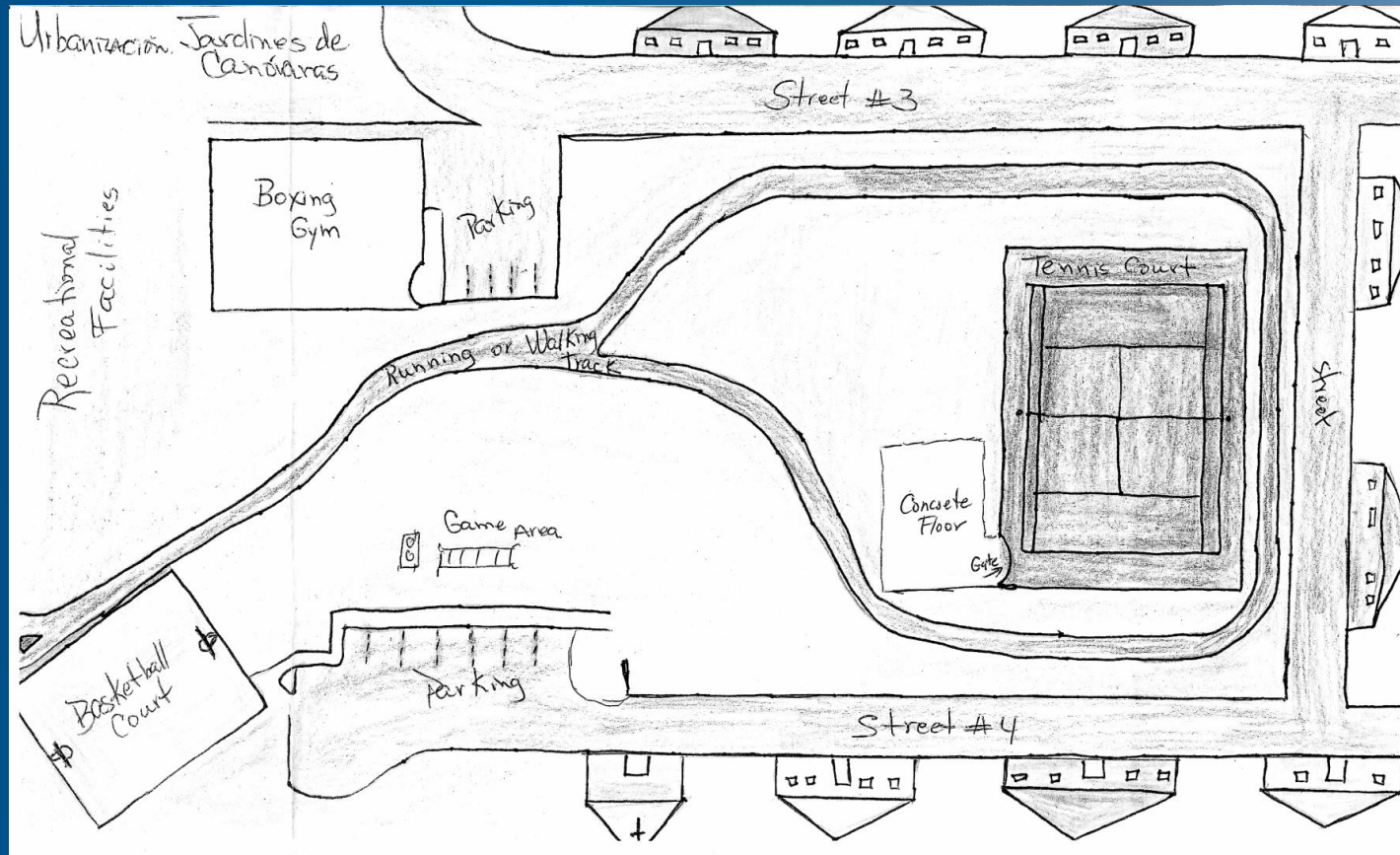


Advocacy

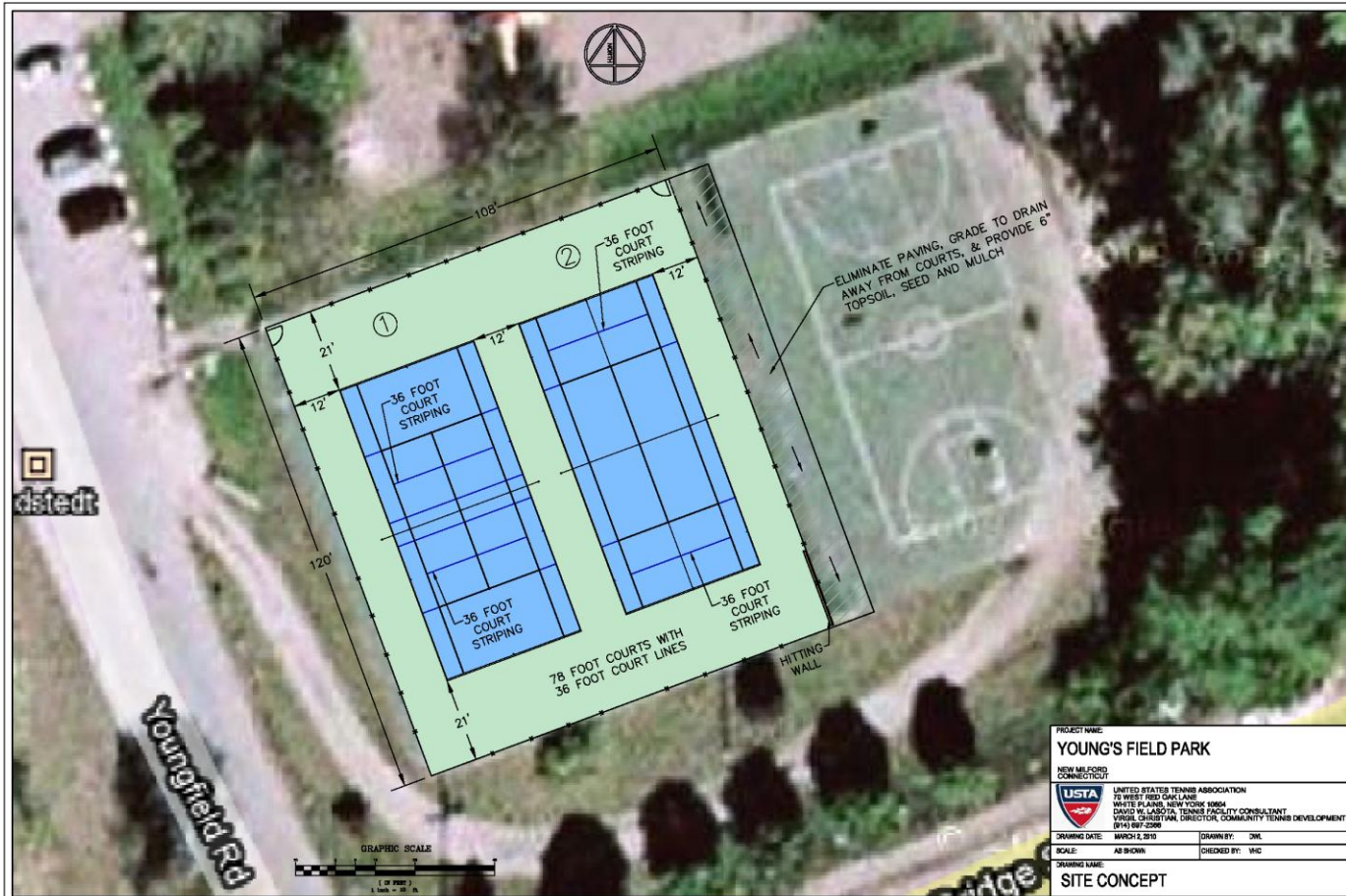


www.usta.com/bigserve

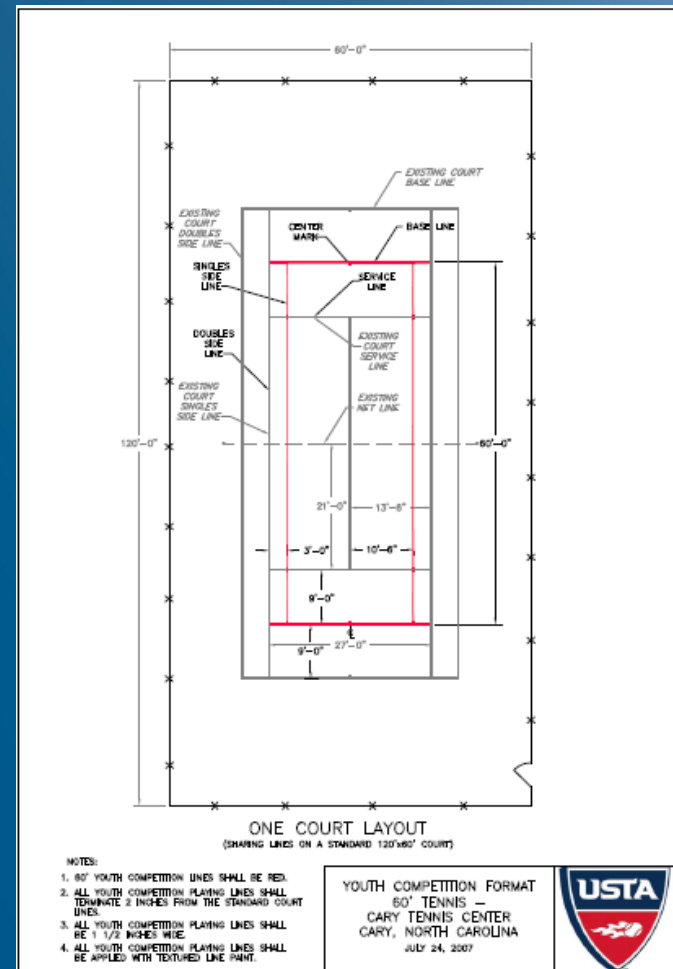
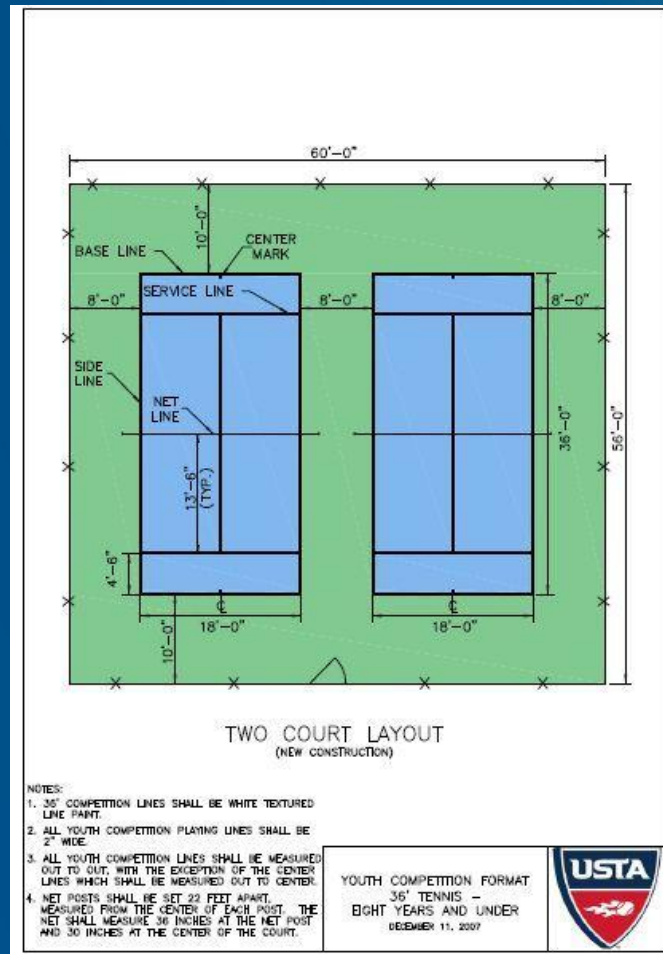
Concept Design



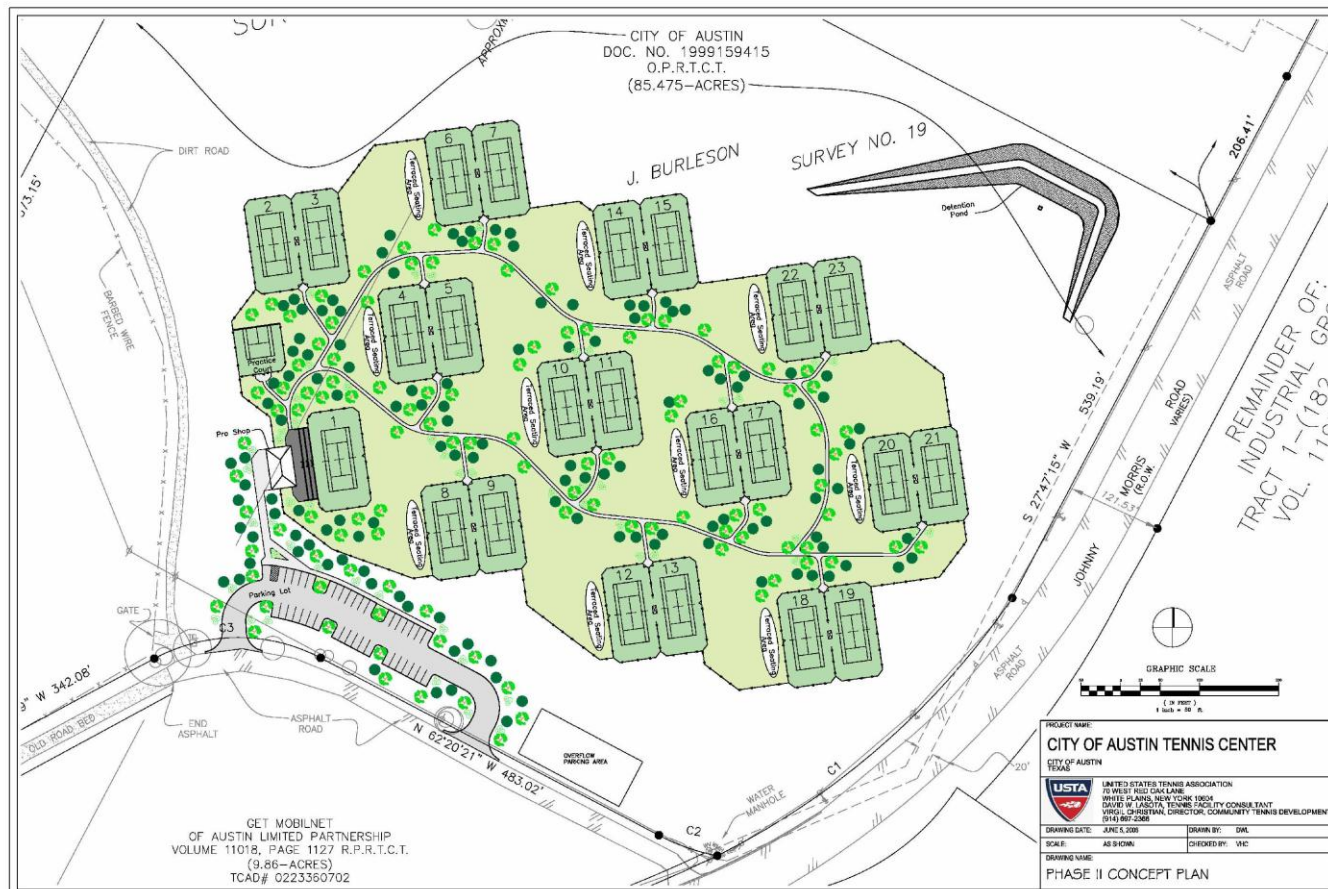
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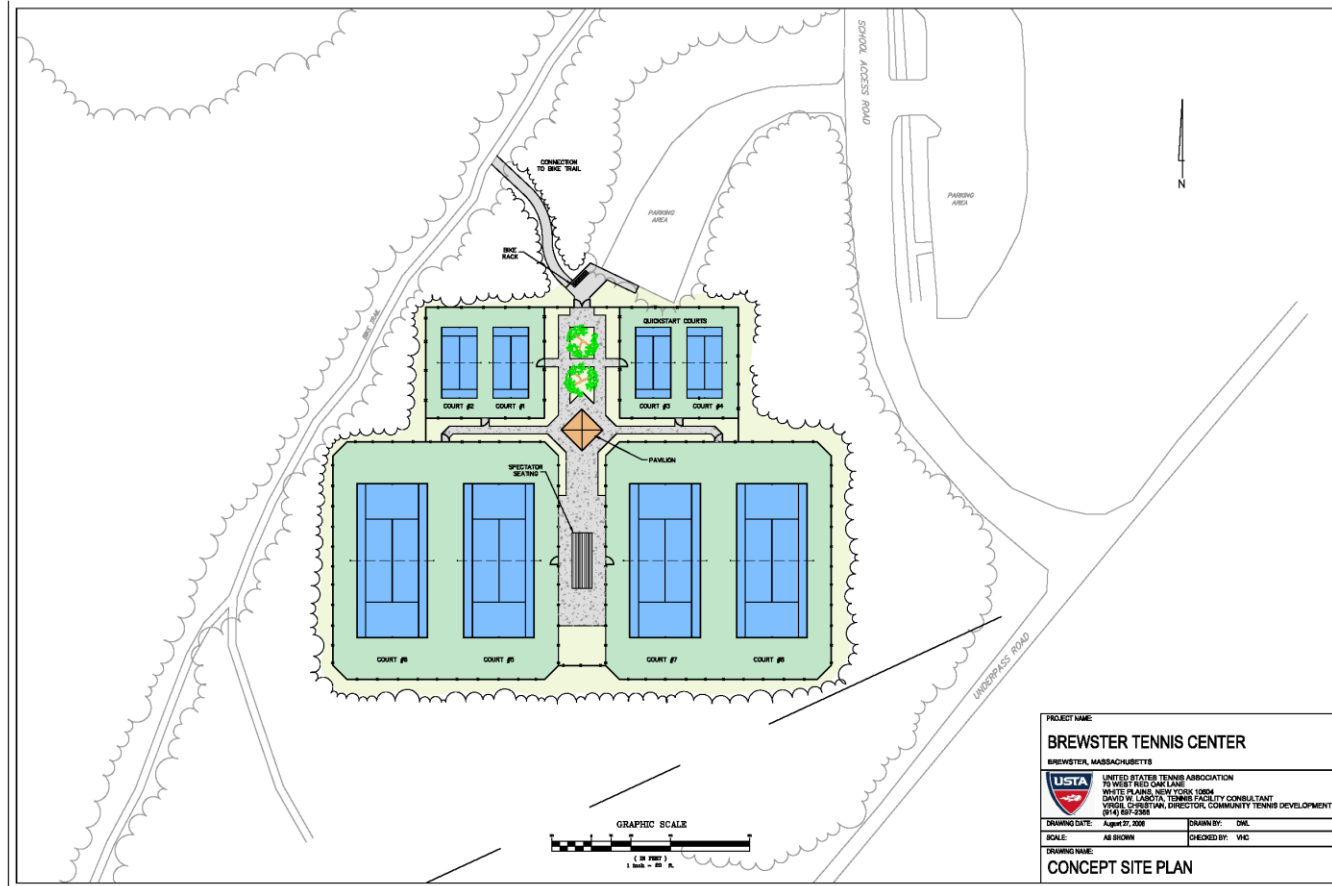
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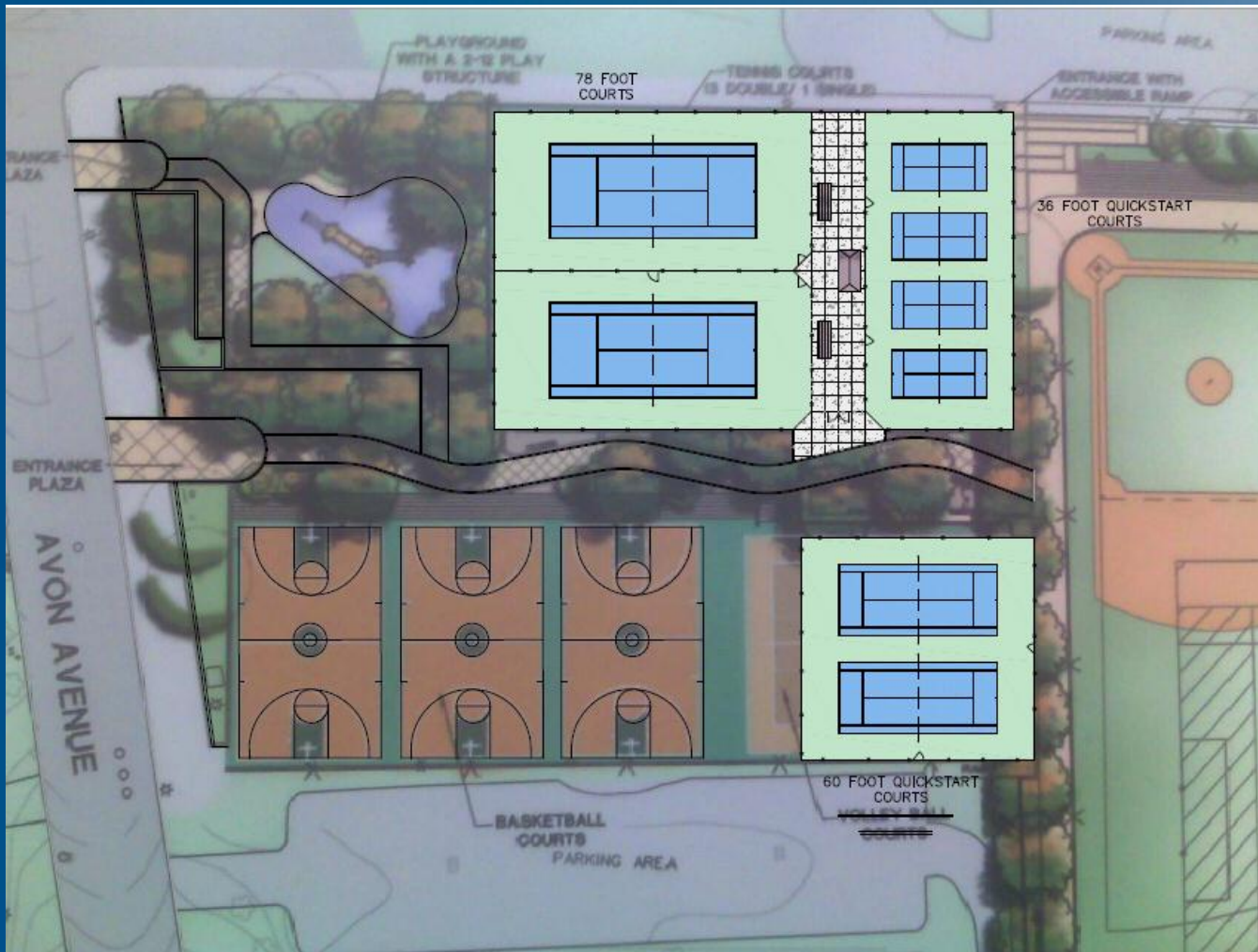
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Concept Design



Concept Design

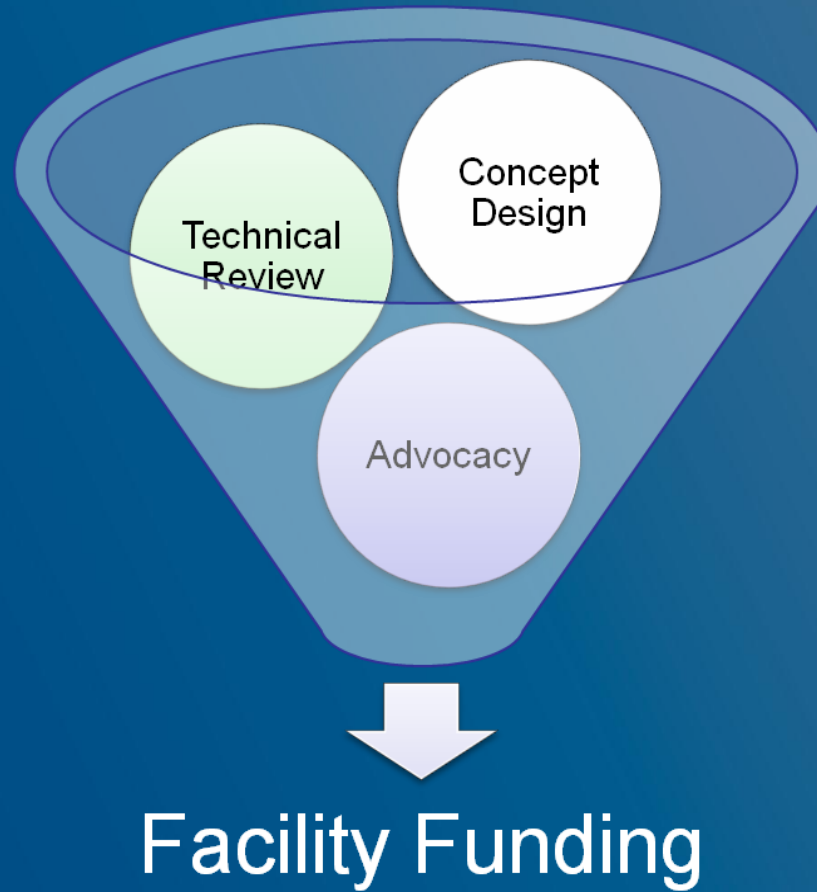




Technical Assistance

- **Personalized Concept plans**
- **Design Review**
- **Construction Document Review**
- **Assistance with Bid Specs**
- **36' and 60' Tennis Concept & Specs**
- **Tennis Court Maintenance and Construction Manual**

Technical Assistance



USTA FACILITY FUNDING

FUNDING CATEGORY	DESCRIPTION	USTA NATIONAL CONTRIBUTION
Line Grants	Painting permanent 36' and 60' tennis lines on existing courts, paved areas, blacktops, playgrounds or gymnasiums.	Up to 50% of total project cost (\$4,000 maximum)
Category I	Basic facility improvements, including fixed court amenities (i.e. backboards, fencing, windscreens, etc.)	Up to 50% of total project cost (\$4,000 maximum)
Category II	Resurfacing of existing 36', 60' and 78' courts. Converting an existing 78' court to stand-alone 36' courts. Lighting.	Up to 50% of total project cost (\$10,000 maximum).
Category III	New construction or existing facility reconstruction of 36', 60' and 78' courts.	Up to 50% of total project cost (\$20,000 maximum).



Funding Application Highlights

- **Must be invited to apply**
- **USTA funding, at most, covers 50% of project cost, where is the other 50% coming from?**
- **Adequate program plans for the facility?**
- **Priority projects = projects with 36' and/or 60' courts**
- **Reimbursement of Funds**



THE RULES HAVE CHANGED!

IT'S A WHOLE NEW BALL GAME

FOR KIDS TENNIS



Learn More at
10ANDUNDERTENNIS.COM



Fields Video



A photograph of three children playing tennis on an outdoor court. In the foreground, a young boy in a black long-sleeved shirt and dark pants with a white stripe is looking towards the right. To his right, a young girl in a bright pink long-sleeved shirt and pink skirt is holding a tennis racket and a yellow-green tennis ball. In the background, another child in a blue and white shirt is visible, also holding a racket. The court has a blue surface and a black net. The text "How to update your clients' courts" is overlaid in a white serif font on a semi-transparent blue rectangular background.

How to update your clients' courts

Painting Blended
Lines on your
current courts



MOBILE TENNIS CENTER

MOBILE, ALABAMA



**60 COURTS
ONE LOCATION**

Blended Lines





Playgrounds
Parking Lots
Gymnasiums

Playgrounds and parking lots



Gym Floors





Line & Conversion Grants

- **National Line Grant** 50% with 25% section match and 12.5% district match
- **Collegiate Line Grant** 100% in partnership with ITA



Line Grant Process

- ✓ Fill out Facility Assistance Form at usta.com/Facilities
- ✓ Submit photos, dimensions and estimate
- ✓ We send concepts and specifications
- ✓ When job is complete, submit photos and invoice – we release funds



Converting
traditional courts
into 36' courts



Cadwalader Park





Kiest Park, Dallas, TX



Permanent 36' Courts



New Haven, CT

36' and 60' Courts Make Good Business Sense



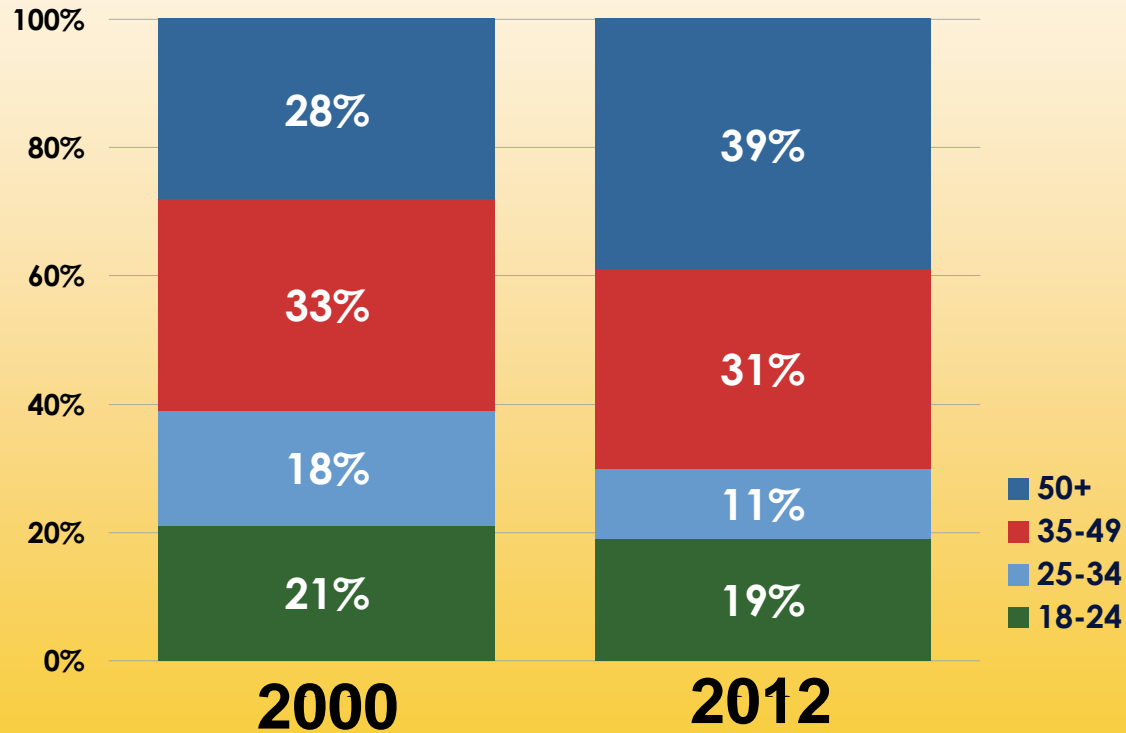
A Perfect Storm for Tennis

An aging player base & ***no kids***



Adult Frequent Players

Taylor 2005-2012, 2000 SMS



USTA League

- Average age of a player 18 & over is: **46**
- Average age of a player 40 & over is: **52**
- Average age of a player 55 & over is: **62**



USTA Age Group Tournaments

- 250% more 60+ players than under 45
- 50% more 70+ players than under 40



USPTA Teaching Pros

Average age: 47



The tennis industry has been living off the “tennis boom” for the past 40 years



A Perfect Storm for Tennis

Where will the next generation
come from?





FOR THE
FIRST TIME
THIS
GENERATION
OF
10 & UNDER
KIDS IS
EXPECTED
TO DIE
5 YEARS
YOUNGER
THAN
THEIR
PARENTS.

Spontaneous/Free Play has disappeared...



70% of Kids Dropping Out of Team Sports by age 13 or 14



A C T I V I T Y

what's driving inactivity

PLAY IS ALL DAY

From the moment they open their eyes—a 10 year old grabs their i-Pod, i-Pad or video game console and they're in.

Their social order is all about snap chat, Vine, Instagram and video games.

Their day is now in PLAY!



A C T I V I T Y

38% of
CHILDREN
UNDER 2

Use Mobile Media,
Study Says



WOLES

S O C I E T A L



Key Ingredient Creating Next Tennis Boom

Getting more kids into our sport
& keeping them for life!



WIMBLEDON

ARTHUR ASHE

More Young Players, Less Early Pressure Might Cure U.S. Tennis Doldrums

The improbable chance of a U.S. man winning a Wimbledon singles title this year has spawned a number of opinions on solutions to the current mediocre state of U.S. tennis at the highest levels of the game.

The U.S. Tennis Association has appointed a Special Committee on Player Development to make recommendations at its next annual meeting in March 1988. Its mandate is simple and direct: make the United States No. 1 again. As one of this committee's co-chairmen, I'm charged with providing a fair hearing for all points of view. But I do have some ideas of my own.

The problem, I believe, is two-fold. First, we need to create a much larger group of junior players between the ages of 8 and 11. This automatically will allow for more selectivity for advanced play. Secondly, the most talented of these players need more and more coaching and support earlier in their development.

Unfortunately, few superior young tennis players in the United States simply have too much early pressure. Our studies show that a typical nationally ranked junior is a member of a tennis club and comes from a family where tennis is a major source of income is almost \$50,000 a year. Historically,

produced athletically gifted players, nor could they possibly provide a critical mass of them from which would emerge a large, permanent pool of talent.

The USTA/Schools program, which is oversubscribed, is an important thrust in this regard. All 17 USTA sections have tennis introduced at selected local elementary and junior high schools where a USTA/National Junior Tennis League follow-up summer program is available. These two programs will help make tennis a natural option for talented youngsters who ordinarily would stick with the Big Four—football, basketball, baseball and track.

Along with overtures to public schools, attention should be paid to our public parks. In a survey of U.S. tennis players' attitudes toward the game, 90 percent of those claiming to be serious players said they played primarily on public courts. It would seem to follow that more junior events and quality instruction in public parks will result in more juniors in more events at more sites.

Once this country's youngest talented group emerges under our current system, the players begin a destructive chase for a high sectional or a national ranking at the expense of the long-term development of an all-around game.

It is difficult—impossible at times—to convince parents of promising 13-year-olds that their children

need to change their games, even if they are having some success. Yet we know that what wins at age 12 or 14 probably will not win at age 18 and up.

The high rankings and the acclaim, free clothing, rackets, shoes and college scholarships that come with early success now have proven to be a damaging influence on the youngest of our promising juniors, some of whom burn out from too much, too soon.

I also believe we could provide more competition for more juniors at much less cost if we made regional or sectional events just as important as a handful of national events.

I believe something must be done to stop juniors, parents and coaches in their ill-advised, destructive pursuit of a ranking up to age 15. Another study of past 12-and-under national rankings since 1972 showed no correlation whatsoever between a high national ranking and professional success.

Another dilemma is the tenacity of some teaching professionals in holding onto their prized pupils. Few instructors or coaches have all the answers. So many of our best juniors are woefully deficient in the basics. Chuck Kriese, the coach at Clemson University, recently said, "It is really a shame the way some of these kids were allowed to develop with such bad habits. And we [college coaches] can't change strokes at our level. It's too late."

One solution would be to have groups of coaches assume responsibility for all the talented juniors in a particular geographical area. Then our best juniors would have the benefit of their primary coaches as well as all the others within, say, a one-hour driving radius. The collective pride of the group would force constant reappraisals of their young pupils' games.

This collectivist approach leads me to my final recommendation. Our best juniors are singled out much too early for their own good.

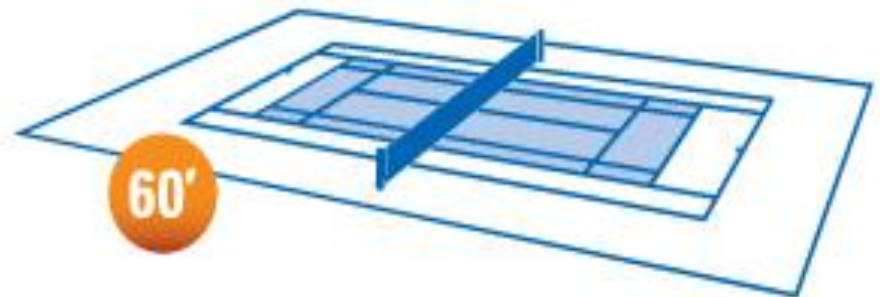
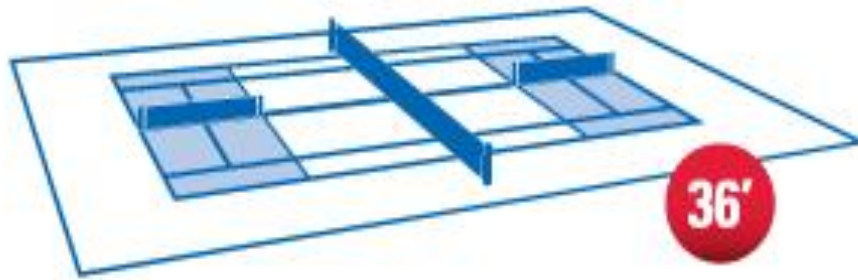
The primary unit of competitive junior programs should be a team of at least a dozen boys and girls. Team integrity should remain as long as possible to assure three desired outcomes: 1) to keep a feeling of peer pressure that forces all players to give their best efforts all the time; 2) to create an environment where improvement and a well-rounded game can be institutionalized, and 3) to create a vehicle for which fund-raising is easier. It is more effective to raise funds for a team on a permanent basis than for individuals now and then.

There are other solutions, of course, such as more clay court play and smaller courts for beginners and they certainly are being seriously discussed. I hope our present leading professionals can hang on until our fortunes are revived.

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Key Ingredient





Best Practices

Include in your initial conversations

Remind clients of free technical services from the USTA

Remind clients of the changing look of the traditional tennis court

Refer clients to
www.usta.com/facilities

Recap....





QUESTIONS?