

PUBLIC PARK LEADERS AND THE USTA:

HOW CAN WE HELP EACH OTHER WITH OUR MISSIONS?

The sport of tennis can be an important part of improving communities, schools, the health of individuals and the quality of life for all. Tennis can make a difference in people's lives.

70%

70% of all U.S. participants play their tennis inexpensively on public park, school, and community center tennis courts*



Tennis has been identified as a safe social distancing sport and in 2020, 6.78 million players either tried tennis for the first time or came back to tennis.



Tennis is a sport that can be learned and played for a lifetime, appealing across all age demographics.

USTA MISSION

To promote and develop the growth of tennis.

BENEFITS OF TENNIS:



PHYSICAL HEALTH

- Tennis is one of the only sports that a person can play for life.
- Tennis fights the inactivity pandemic. Tennis gets people moving!



SOCIAL HEALTH

- Tennis creates a network of friends who socialize beyond the court. This is vital today, as technology often isolates people.



MENTAL HEALTH

- From alertness to tactical thinking, tennis helps keep the brain agile and young, and helps to relieve tension.



INCLUSIVE SPORT

- Tennis is a game that can be adapted for any mental, physical or emotional disability.
- Advocating for tennis in your community can help increase participation in the sport from underserved populations.

*According to the Tennis Industry Association (TIA) 2021 Participation Report



USTA RESOURCES AVAILABLE TO HELP YOUR PARK

TENNIS ADVOCACY

Advocacy for tennis involves taking our knowledge and passion for tennis and connecting it to the needs of communities, schools, colleges and local governments. Advocacy is the ability to demonstrate to decision-makers how tennis programs can benefit the community. The USTA has developed a comprehensive suite of community advocacy tools that include the Community Advocacy Handbook.

TENNIS FACILITY ASSISTANCE

Whether you're just starting out and dreaming of building a state-of-the-art, multi-court tennis facility, you're interested in 36' or 60' tennis courts, or simply need to repair cracked courts at the local park down the street, the USTA is here to help! The Facility Services program offers complimentary business and technical expertise to help with your court project. The USTA has assisted numerous park agencies with items ranging from staffing plans to cost recovery options.

TENNIS CENTER MANAGEMENT MODELS

Are you unsure of how to better utilize your tennis courts at your public park? The USTA has highlighted the most commonly used models of operation to give you a better understanding of the various options available to your facility. From in-house management to a concessionaire model, we can help determine what situation is ideal for your facility.

COMMUNITY TENNIS ASSOCIATION (CTA) AND PARKS WEBINAR SERIES

The USTA offers free webinars on varying topics to help you grow the game and strengthen your CTA and/or Parks Department tennis programming. These webinars cover topics including local partnerships, community advocacy, how to hire coaches, volunteer management, and many more. Many of these webinars are also available for Continuing Education Unit (CEU) credits!

MUNICIPALITY & PARK ASSESSMENT

The Municipality & Park Assessment is a complimentary USTA consultation service in collaboration with the municipality that aims to produce actionable deliverables to municipalities and park agencies. Through discussions with the city director of facilities, city director of tennis, local partners, USTA Section/District, city/park programming director and other entities, the municipality will receive personalized recommendations and action items that will improve the delivery of tennis within the community.



To learn more and access our resources, please visit usta.com/parksandrecreation