

HOW TO TURN YOUR TENNIS VENUE INTO A COLLEGIATE COMMUNITY HUB



College and University tennis venues can be an excellent asset to connect the community and become a source of additional revenue while not impacting university priorities. Tennis is a connective tissue to faculty, staff, the student-body and the community.

The USTA has tools, resources and expertise to assist colleges with the creation of proven revenue driving and community engaging programming, membership and seasonal court time plans.

Contact Lauren Parr lauren.parr@usta.com to get more information on our approach.



BENEFITS OF CREATING A COLLEGIATE COMMUNITY HUB



Increase Revenue



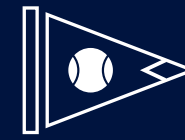
Increase Donor Base



Community Engagement Opportunities



Support College Coaches



Increase College Fan Base



Increase Court Occupancy

Colleges and Universities across the country are leveraging their tennis courts to become a community hub. Check out these community programs:

[University of New Mexico](#)

[TCU](#)

[Kansas University](#)

[Old Dominion](#)

[Hope College](#)