



Partnership with USTA's Park Agency Tennis Assessment:

A Tool to Improve Your Community (Which Includes Pickleball)

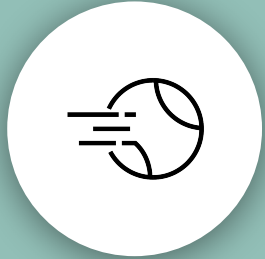
American Academy for Park & Recreation Administration: Conversation that Matters | April 17, 2025



Agenda

1. Introduction and CEUs
Jodie Adams
2. USTA Tennis Venue Services
Todd Carlson & Amelia Storer
3. Case Study
Tara Eggleston Stewart
4. Case Study
Chris Bass
5. Case Study
Kim Reser
6. Questions, Comments, & Wrap-Up
Jodie Adams

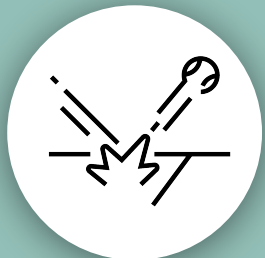
CEU Learning Outcomes



1. **Learn about the USTA Park Agency Tennis Assessment (PATA) process:** Discover how this complimentary consultation service provides personalized recommendations and action items to improve tennis delivery in your community.

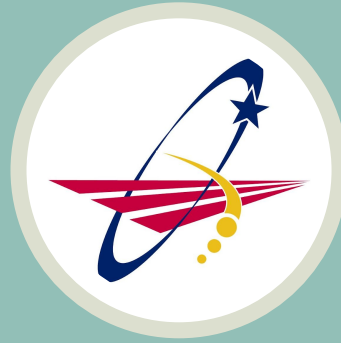


2. **Discover PATA outcomes:** Explore real-world examples of how park and recreation agencies have successfully used PATA to enhance their facilities, increase participation, and improve programming.



3. **Gain insights into practical application:** Understand how to apply for an Assessment and leverage its benefits to serve stakeholders and gain support from elected officials.

USTA's Parks Partnerships



ASBA

American Sports
Builders Association



ASLA

American Society of
Landscape Architects



NAPF

National Association
of Park Foundations



NRPA

National Recreation
and Park Association



NRPEMS

National Recreation
and Parks Ethnic
Minority Society



**PlayCore
GameTime**

GameTime,
a PlayCore Company



RCX Sports

Reigning Champs
Experiences



Parks Partnership Video

USTA ®

NATIONAL

— CAMPUS —



Presenters



**Jodie
Adams**

Academy Fellow,
Former USTA Board
Member,
NRPA Past President



**Tara
Eggleston Stewart**

Director of Rockville,
Maryland Parks and
Recreation - AAPRA
Fellow



**Chris
Bass**

Director of
Douglasville, Georgia
Parks and Recreation -
National Gold Medal
Award Program Judge



**Kim
Reser**

Assistant Director,
Springfield-Greene
County Park Board,
Missouri - AAPRA
Fellow



**Todd
Carlson**

Director, United States
Tennis Association,
Tennis Venue Services



**Amelia
Storer**

Manager, United States
Tennis Association,
Tennis Venue Services

Presenters



Todd Carlson

Director, USTA Tennis Venue Services



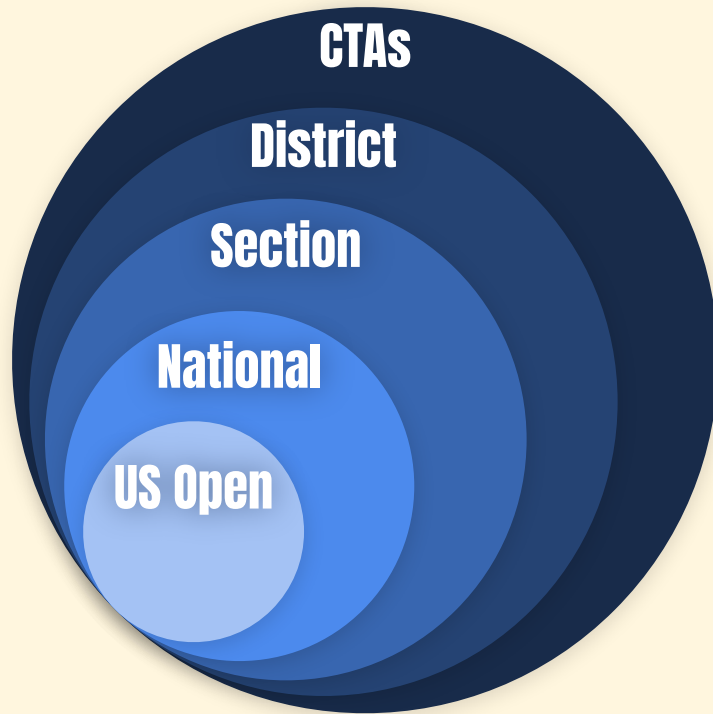
Amelia Storer

Manager, USTA Tennis Venue Services

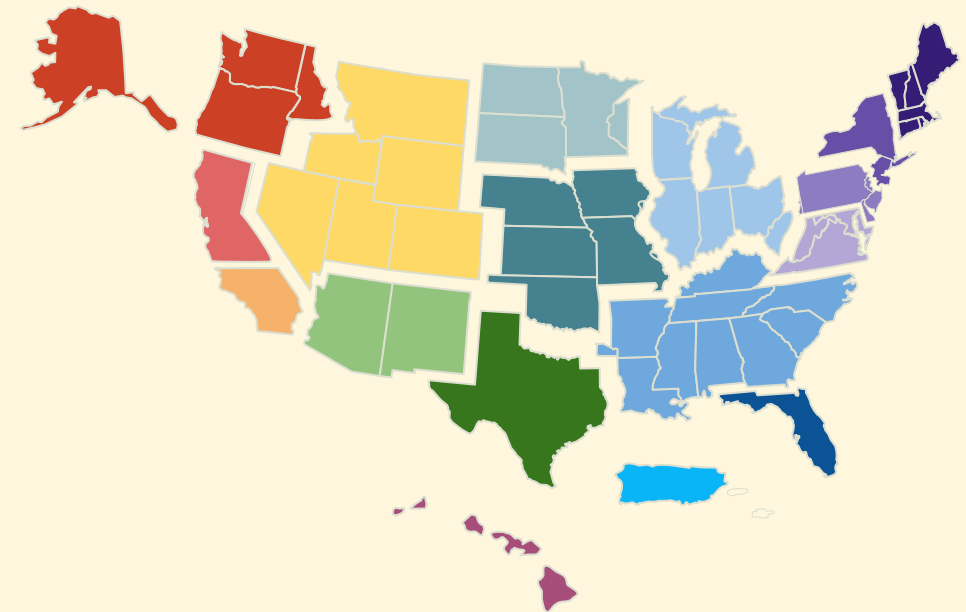


USTA PURPOSE-DRIVEN MISSION STATEMENT:

Growing tennis to inspire healthier people and communities everywhere.



US Open Impact



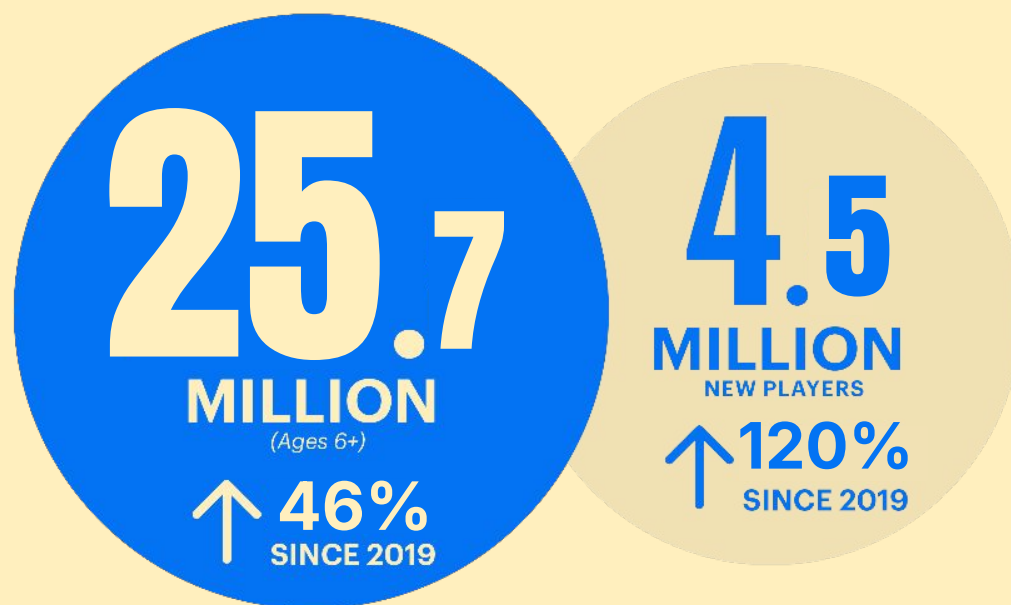
USTA Sections: 17 Geographic Sections

Tennis is booming!

2024 marked an extraordinary year for tennis. Building on five years of impressive growth, the sport saw a surge of 4.5 million new players while a record 13 million Core players serve as an important indicator for long-term sustainability. This momentum is fueled by an additional 25 million Americans eager to step on a court, signaling a bright future for tennis. *



U.S. TENNIS PLAYERS



PARTICIPANTS IN OTHER RACQUET SPORTS (BY MILLIONS)

19.8M	Pickleball
1.4M	Squash
3.6M	Racquetball
6.2M	Badminton

NEARLY

51%



OF TENNIS PLAYERS
ARE CORE PLAYERS

575M



TENNIS PLAY
OCCASIONS
↑ 48% SINCE 2019

*Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study, Sports & Fitness Industry Association (SFIA)

35
35

GOAL - 35 MILLION
PLAYERS BY 2035

03

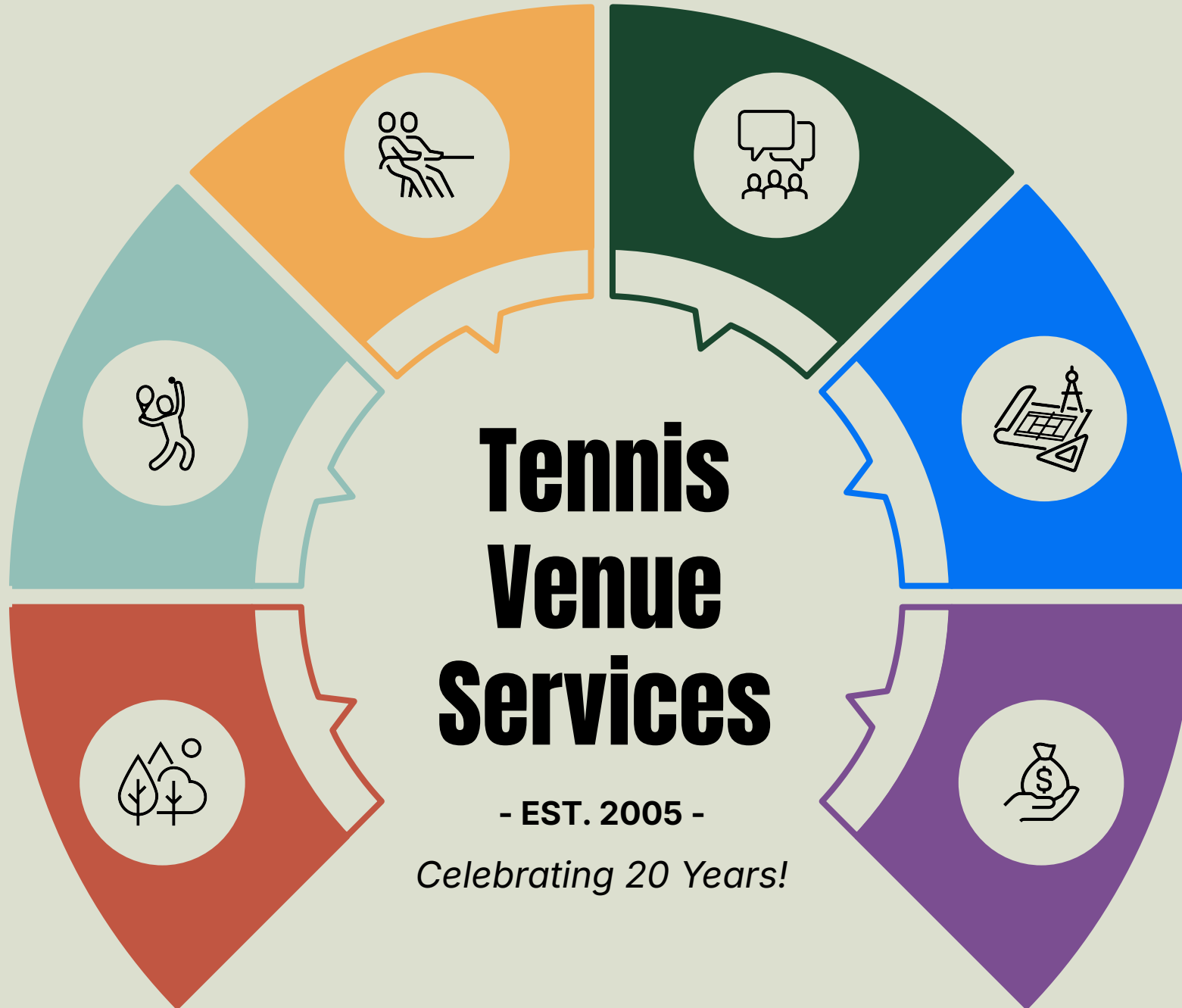
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SUPPORT**

02

**RACQUET &
PADDLE
STRATEGIES**

01

**PARKS
RESOURCES**



04

**BUSINESS
CONSULTING**

05

**TECHNICAL
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**GRANT
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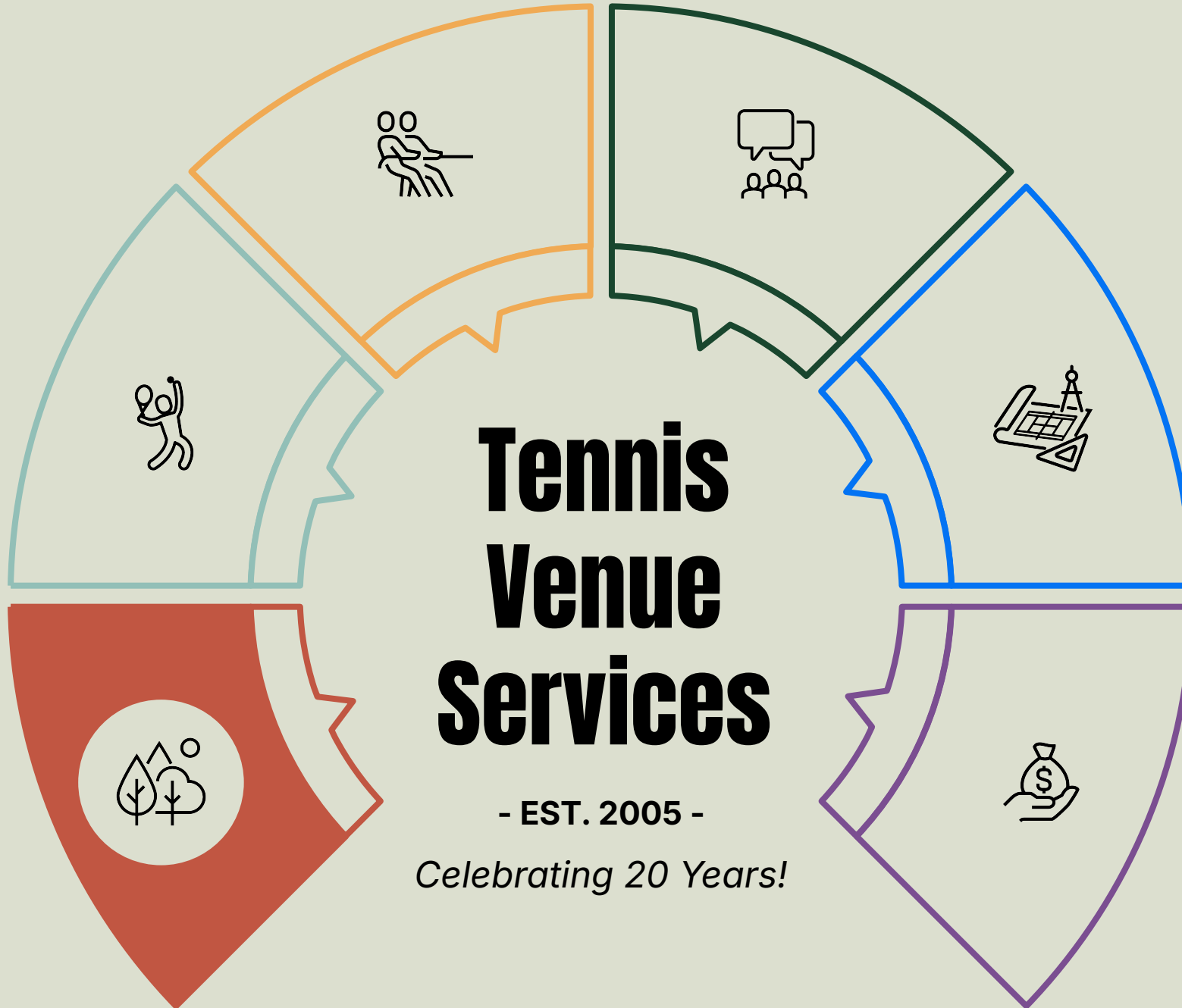
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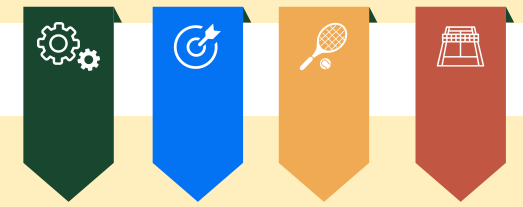
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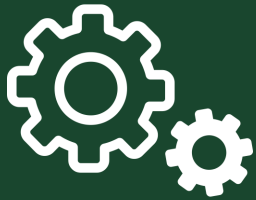
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USTA Park Agency Tennis Assessment

- **Strengthen the delivery of tennis** in your community with personalized recommendations from industry experts.
- The Park Agency Tennis Assessment process is **personalized, objective, growth-oriented, and future-focused**.
- The Assessment is broken into four modules (Management, Impact, Programming, and Infrastructure) and criteria is **evaluated on a site-by-site basis**.
- Park agencies can use this **data-driven assessment** to prioritize resource allocation, advocate for facility improvements, implement new programming, and/or adjust management strategies.

PARK AGENCY TENNIS ASSESSMENT OVERVIEW



01

MANAGEMENT



02

IMPACT



03

PROGRAMMING



04

INFRASTRUCTURE

03

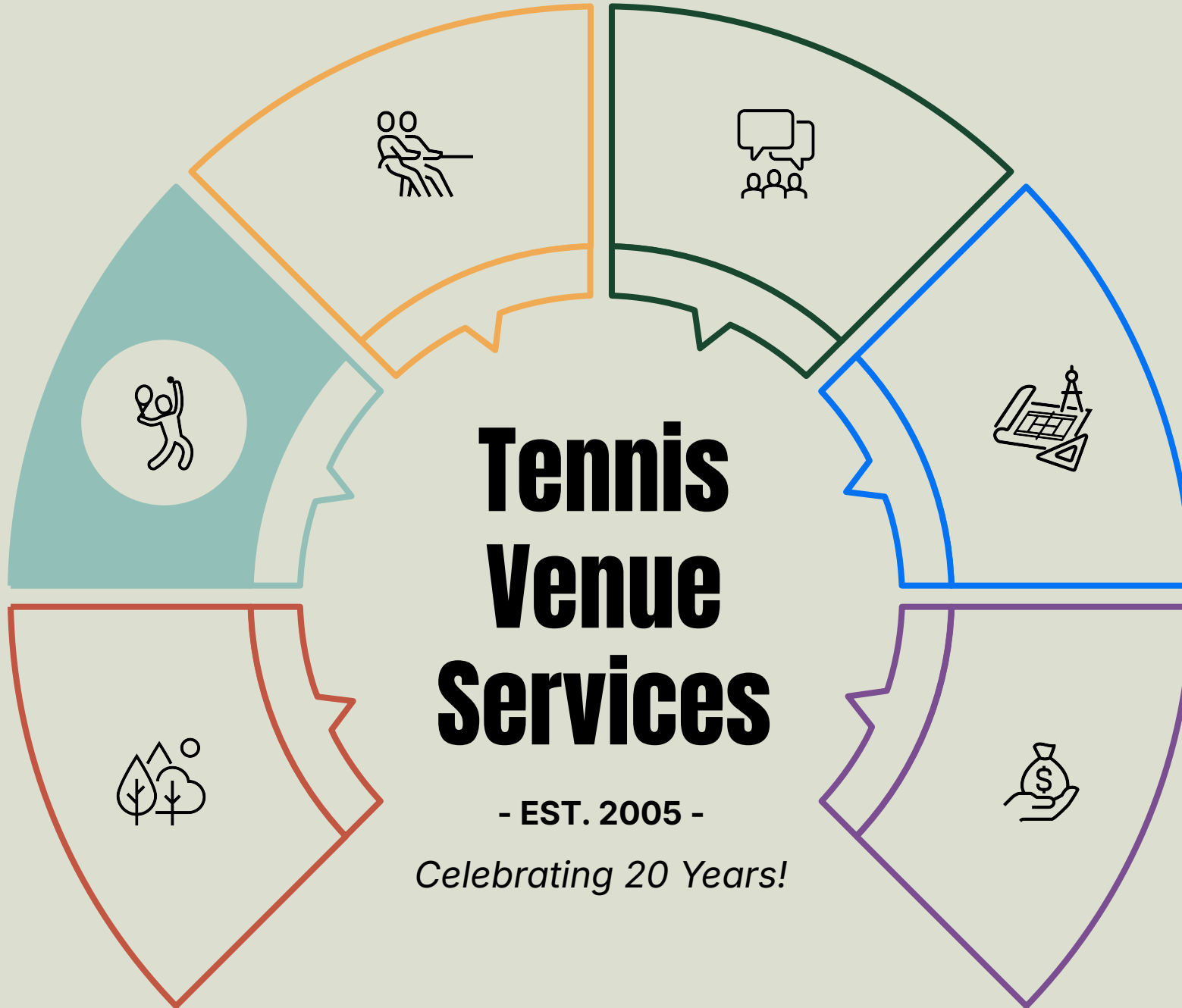
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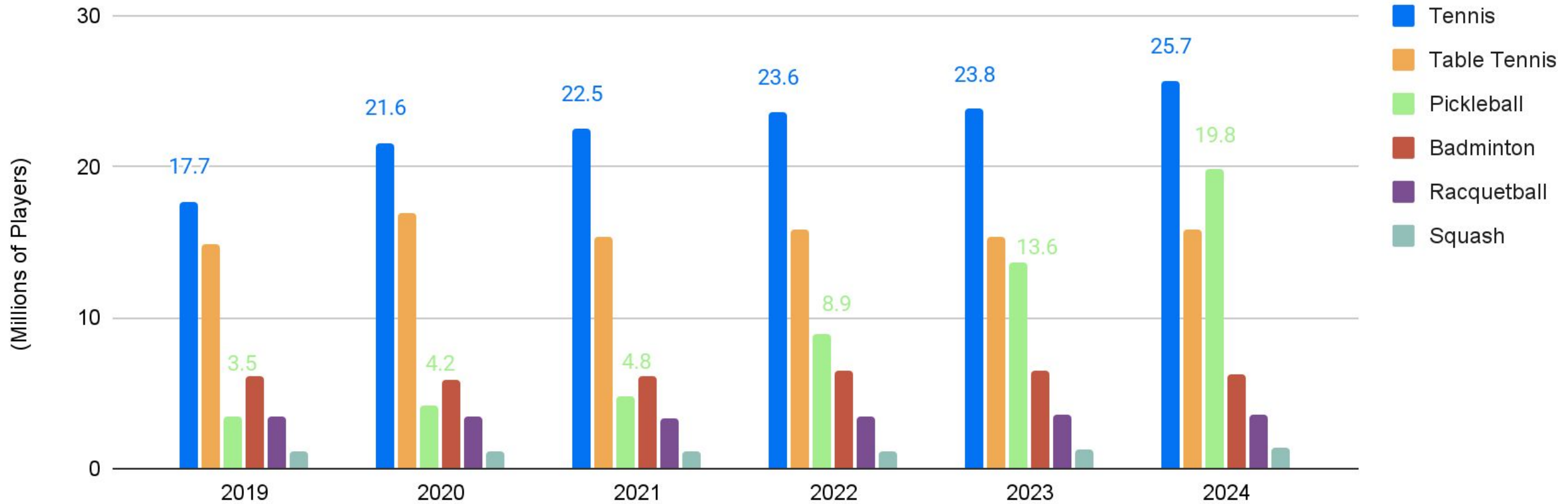
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Racquet Sport Participation

TIA 2024 US Tennis Participation Report



Racquet & Paddle Strategies

- **Park Trends - Tennis and Pickleball**
 - Significant participation increases for tennis and pickleball nationwide
- **USTA Statement of Guidance (SOG)**
 - (Option 1) Sport Specific Courts
 - (Option 2) Non-Traditional Spaces
 - (Option 3) Shared Use of Courts*

* AT SITES WITH TWO OR FEWER TENNIS COURTS

USTA Statement Of Guidance - Update

FACILITIES APPROACH TO TENNIS AND PICKLEBALL

As the national governing body for the sport of tennis in the United States and in concert with court builders and park professionals, the United States Tennis Association (USTA) is putting forth an expanded Statement of Guidance for the development, expansion, and renovation of public facilities and spaces related to tennis and pickleball. This guidance is presented within the context and understanding that - while tennis remains the most popular racquet sport in the United States - tennis and pickleball are currently experiencing significant participation increases throughout the country and demand for both tennis and pickleball courts is expanding exponentially.

Participation Statistics

- **Tennis:** A total of 23.6 million players in 2022, a 33% increase of 5.9 millions players since 2019*
- **Pickleball:** A total of 8.9 million players in 2022**

This guidance offers the following options:

OPTION #1: SPORT-SPECIFIC SITES

The ideal solution is the development and/or expansion of sport-specific public sites. Singular-focused sport-specific sites and courts will provide optimum opportunity for use, harmony, and program/revenue generation for each sport that may be unavailable in shared-use scenarios. These facilities should be offered either as one central facility complex or as separate sport-specific developments to best meet the needs of the community. The ultimate goal is to ensure both sports have the infrastructure in place to maintain existing programs and play as well as allow for future growth (Examples 1a & 1b).



OPTION #2: NON-TRADITIONAL SPACES

In the event that sport-specific sites are not possible, both tennis and pickleball can be played and enjoyed in non-traditional spaces. Look at all hard surface areas for possible conversion, such as a concrete slab (Example 2a), multi-sport court sites (Example 2b) and/or vacant parking lot locations. When contemplating any type of conversion affiliated with public facility infrastructure, safety must be at the forefront of all considerations. Further, local ordinances should be reviewed to ensure accessing the space for play is allowed.



* Tennis number source: The 2022 National Tennis Participation Report available from the Tennis Industry Association (TIA)
** Pickleball number source: Sports & Fitness Industry Association (SFIA)

USTA 

Update: February 2023

***See the 2021 American Sports Builder's Association (ASBA) Pickleball Court Construction Manual for guidelines regarding pickleball court dimensions. Industry standards recommend a minimum of eight (8) feet between the pickleball baseline and the permanent feature. This should be taken into consideration for Option #3 when adding blended pickleball lines to existing tennis court infrastructure.

USTA 

Update: February 2023

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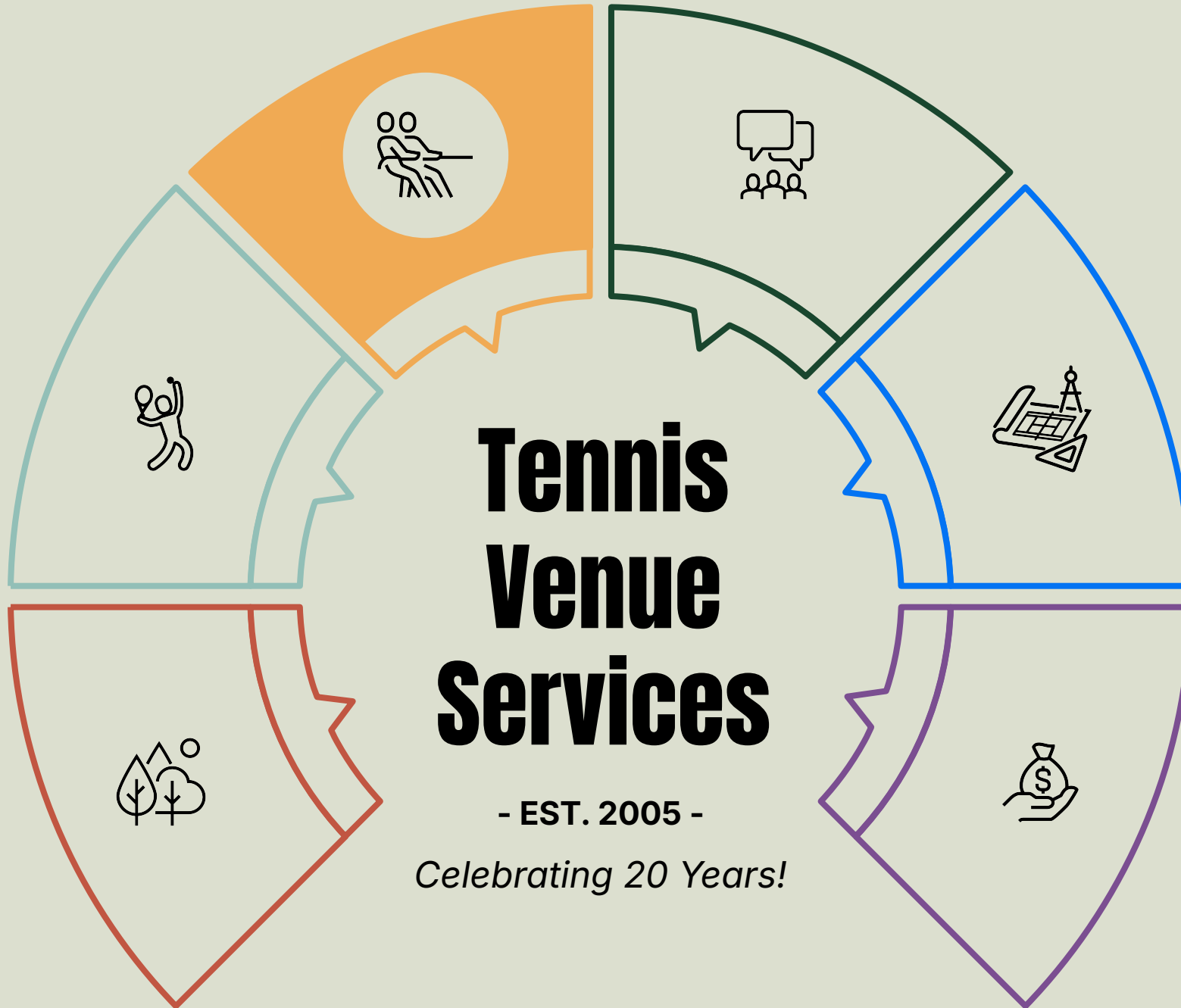
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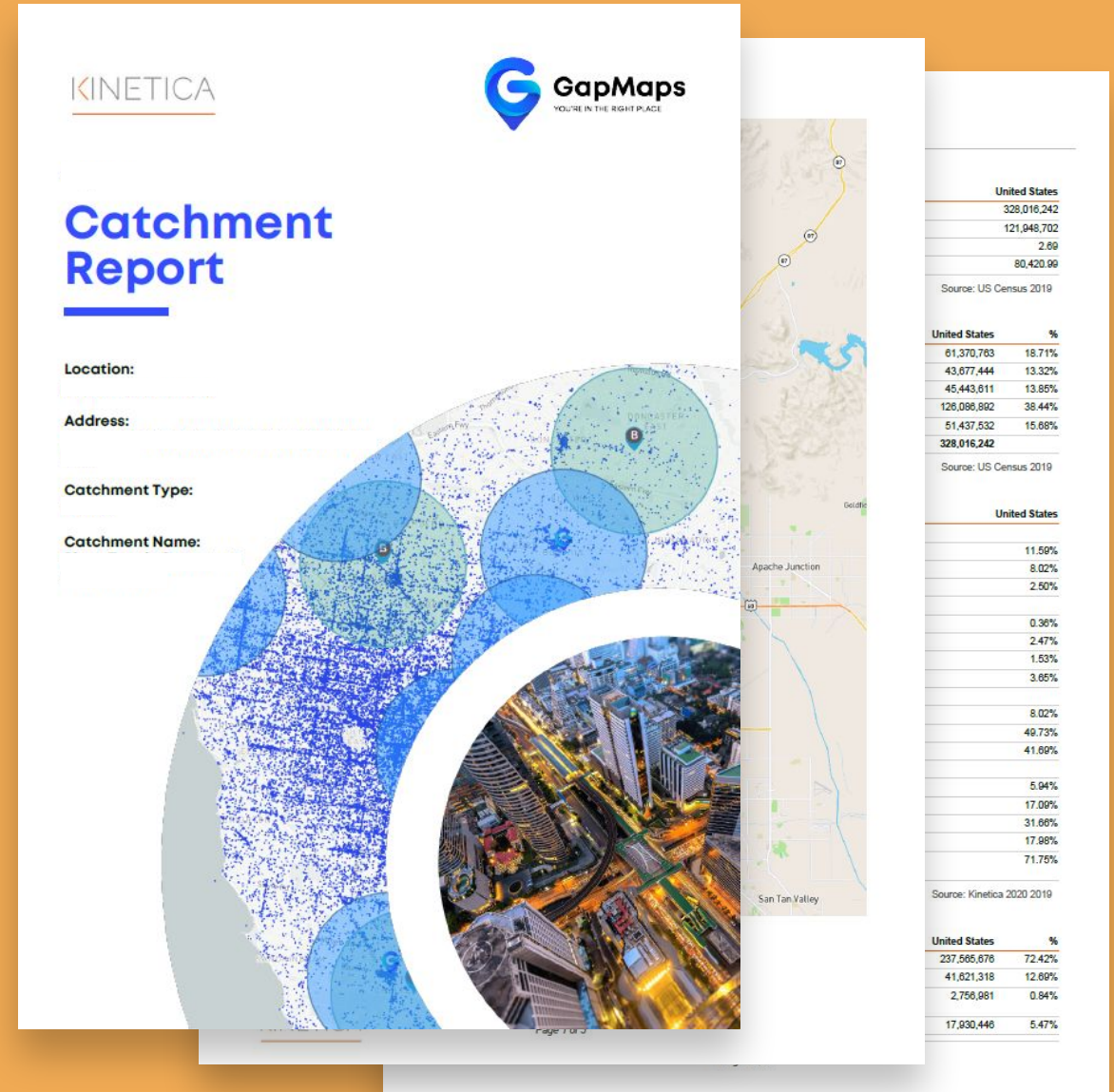
Advocacy Support

- **Industry Trends**
 - Demographic and Health Data
 - Participation Data
- **Concepts & Renderings**
- **Facilitate conversations between park agencies & tennis advocates**
- **Racquet & Paddle Strategies**



Kinetica Catchment Reports

- **Define the Catchment Area**
 - Geographic area that a venue or facility attracts it's players from
 - Defined by distance or travel time (e.g. drive time or walk time)
- **Understand the Market**
 - Gain a sense of the people nearby a facility using demographic data, racquet sport participation data, and health data
- **Evaluate the Landscape**
 - Evaluate how well existing facilities are serving the market
 - Identify locations that could support potential new facilities



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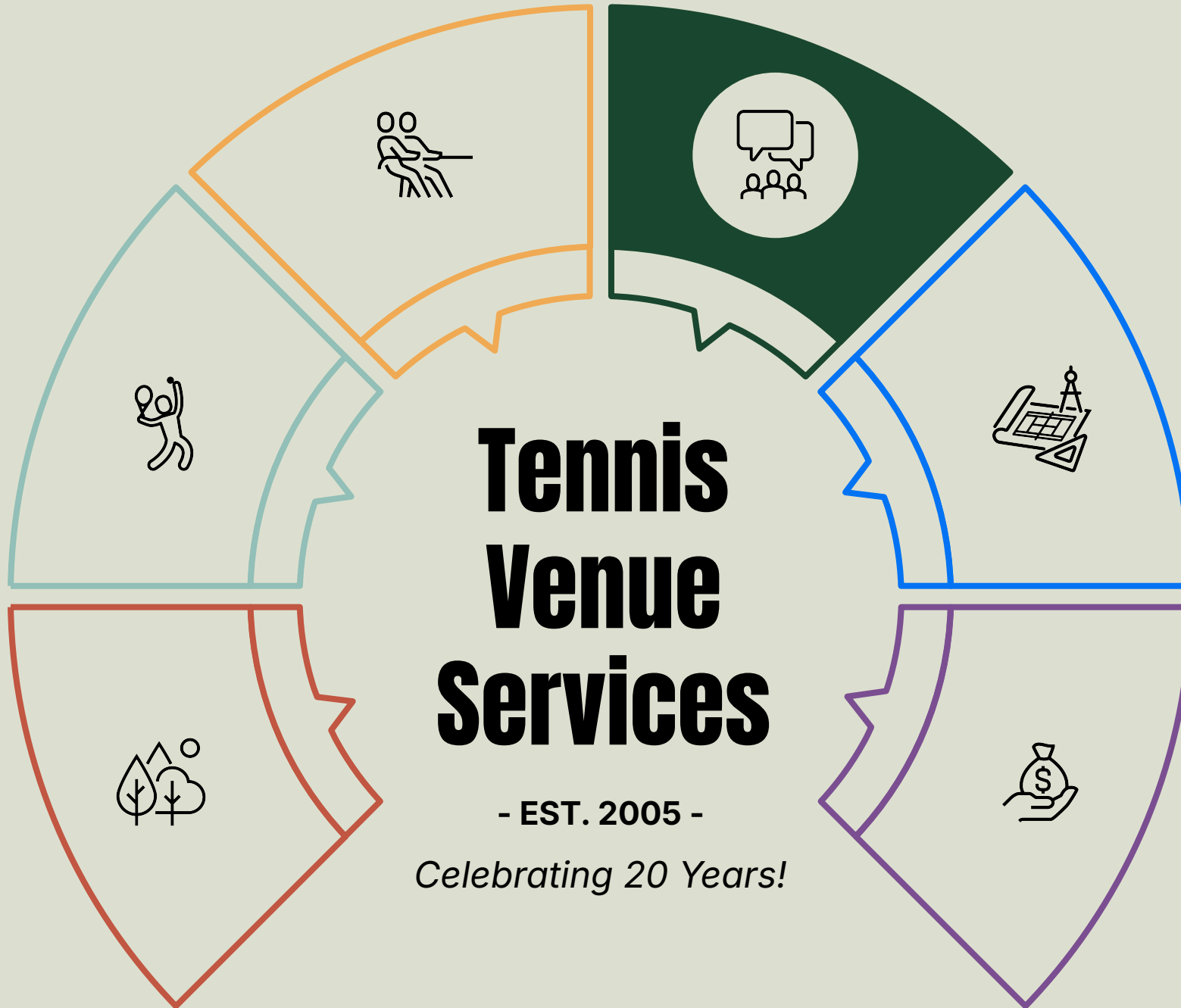
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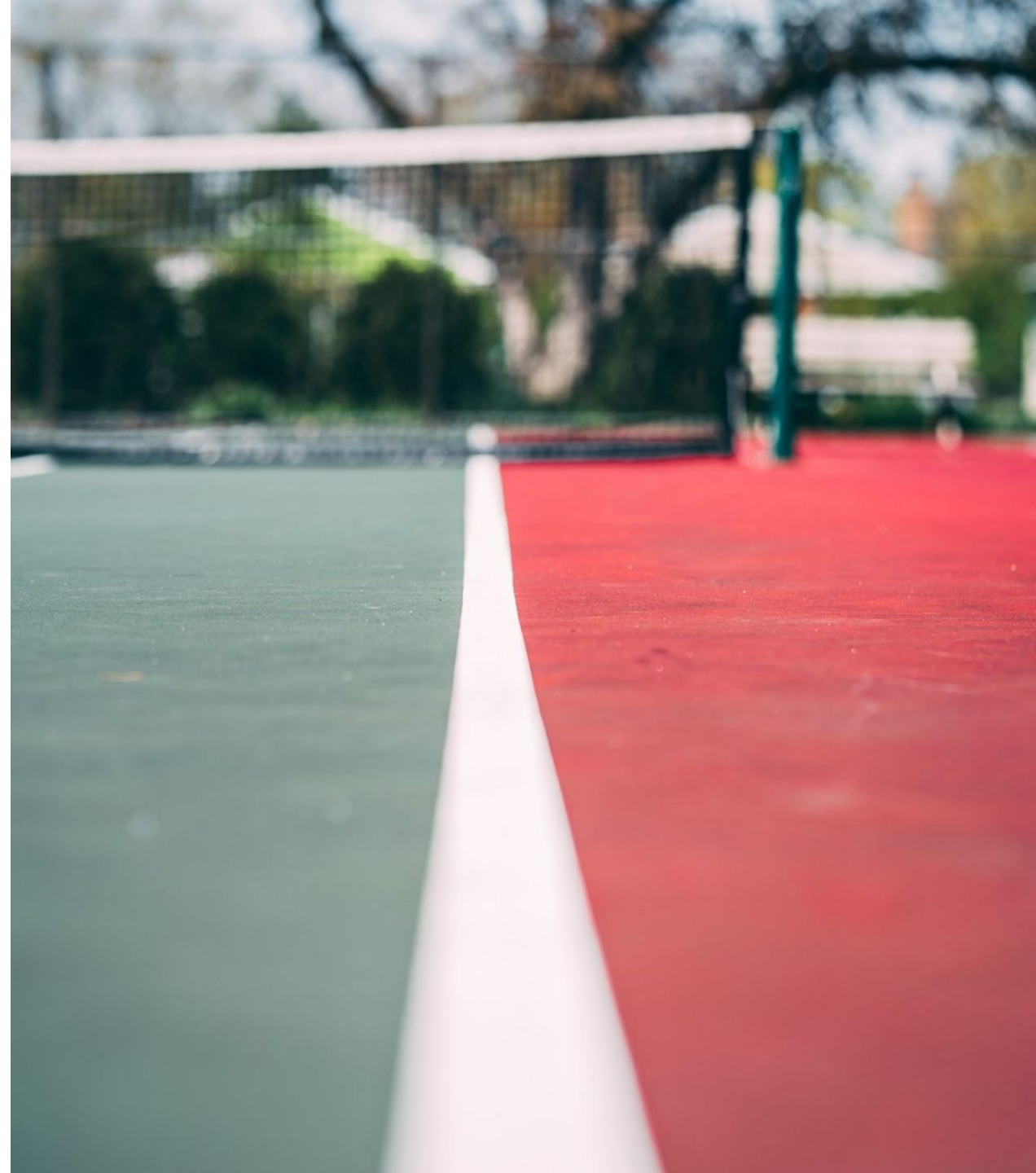
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Business Consulting

- **Business Reviews**
 - Business Model Review
 - Profit / Loss, Cost Recovery
- **Staffing & Management**
 - Concessionaire RFP Reviews
 - Sample Job Descriptions
- **Market Analysis**
 - Economic Impact
 - Feasibility Studies



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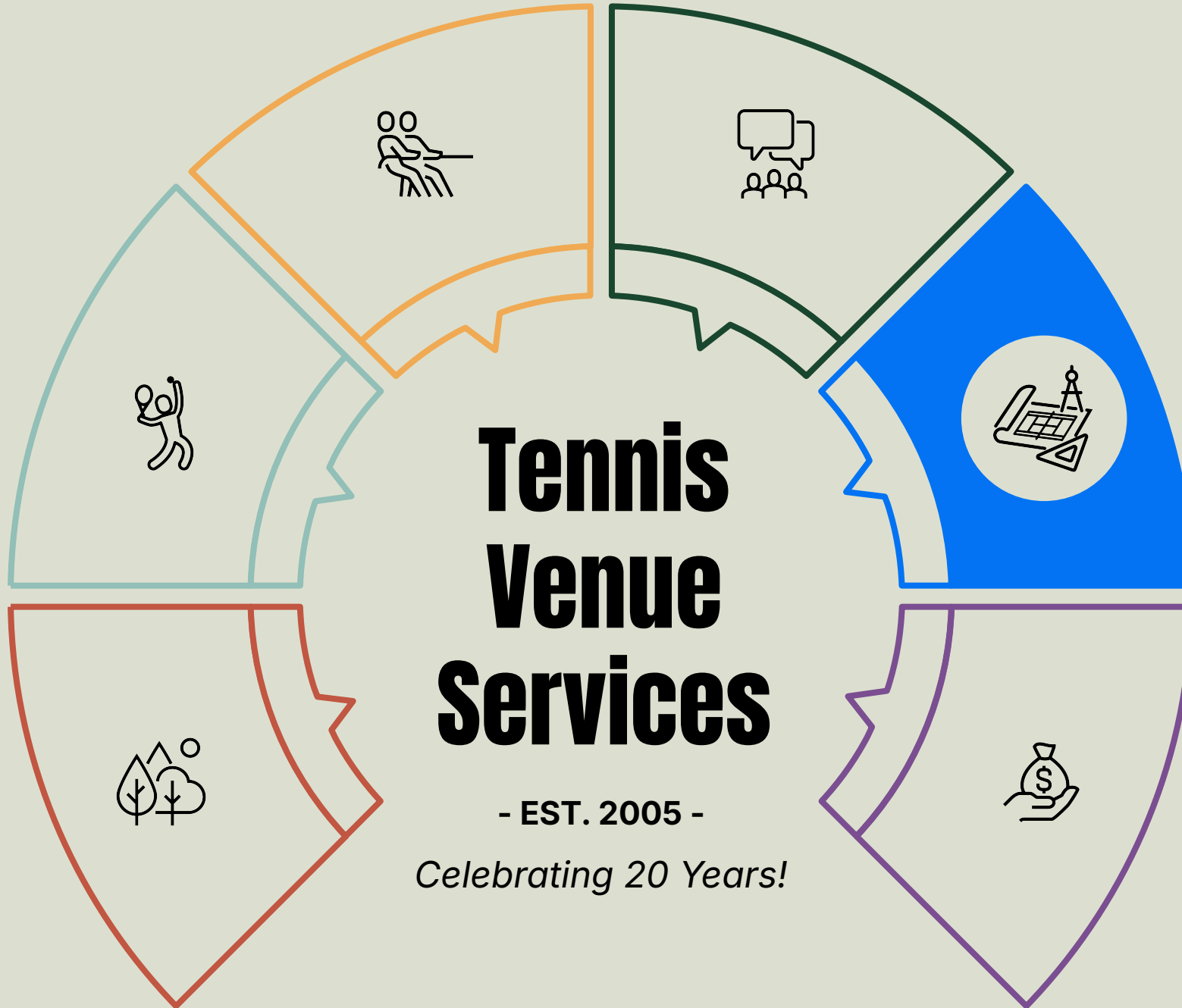
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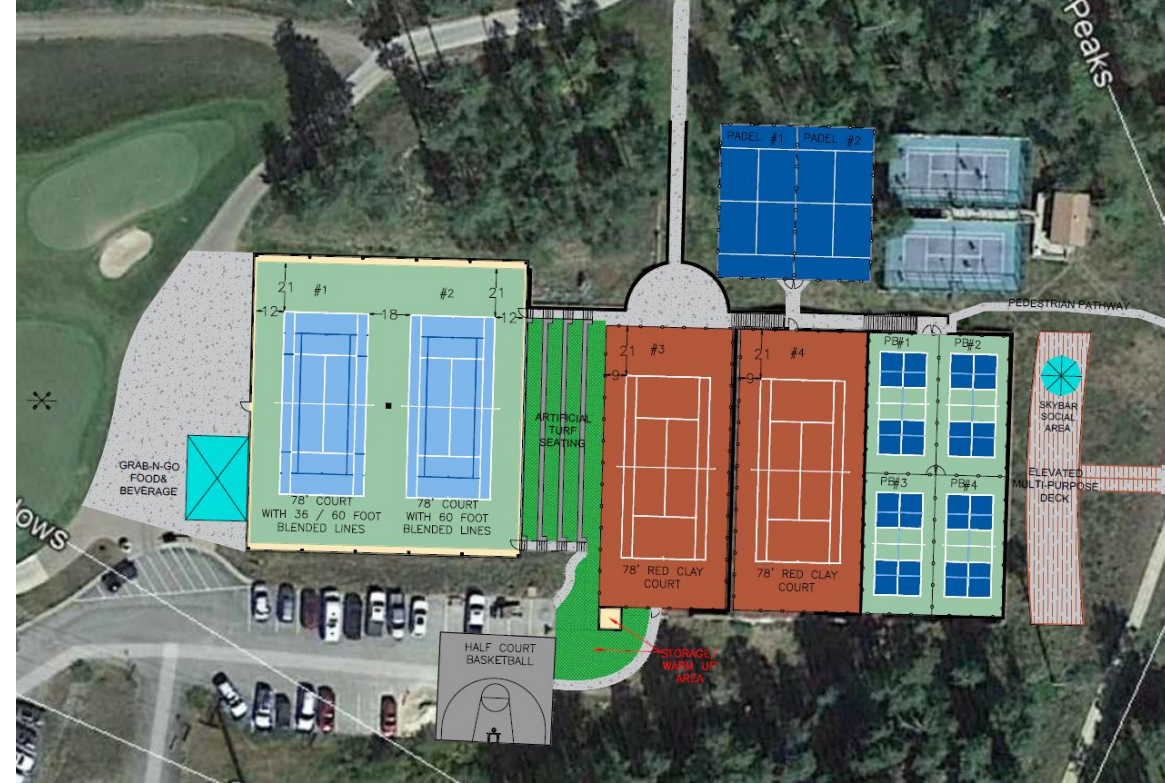
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Technical Assistance

- **Planning & Design Services**
 - 2D concept drawings
 - 3D renderings
- **Technical Reviews**
 - Construction Documents
 - RFPs
 - Contractor Bids
- **Connections to vendors, contractors, and manufacturers**





Woodford Park (Before)

Reconstruction | Versailles, Kentucky



Woodford Park (After)

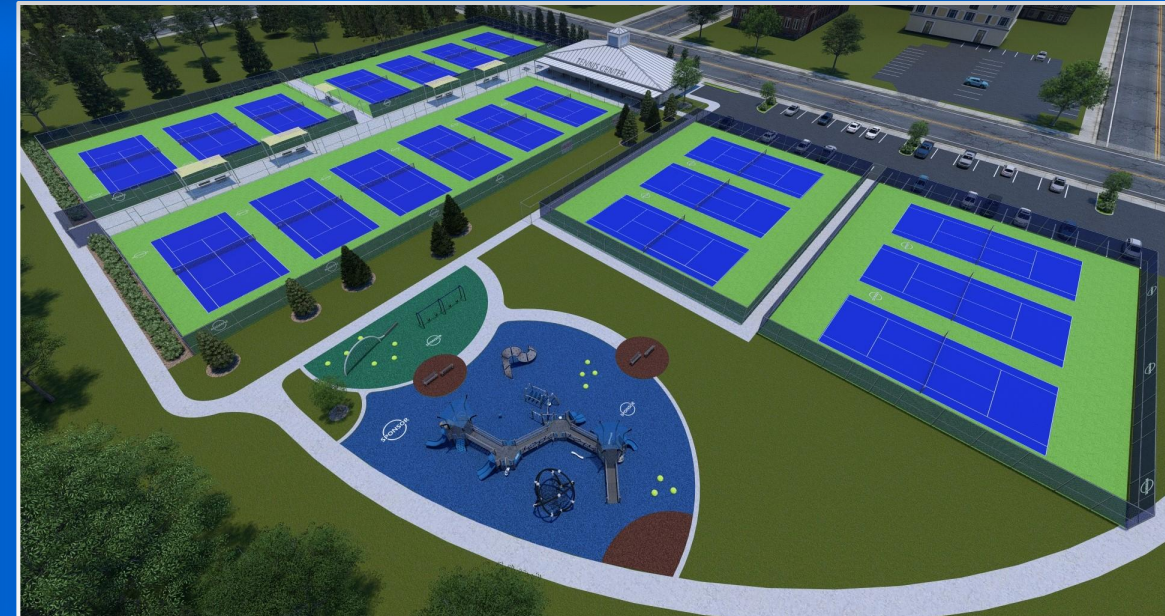
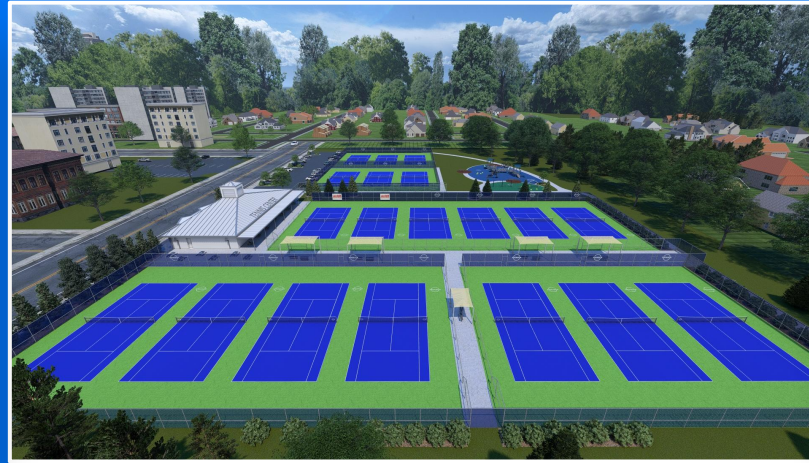
Reconstruction | Versailles, Kentucky



USTA TENNIS VENUE SERVICES: Concept Layouts & 3D Renderings



USTA TENNIS VENUE SERVICES: Concept Layouts & 3D Renderings



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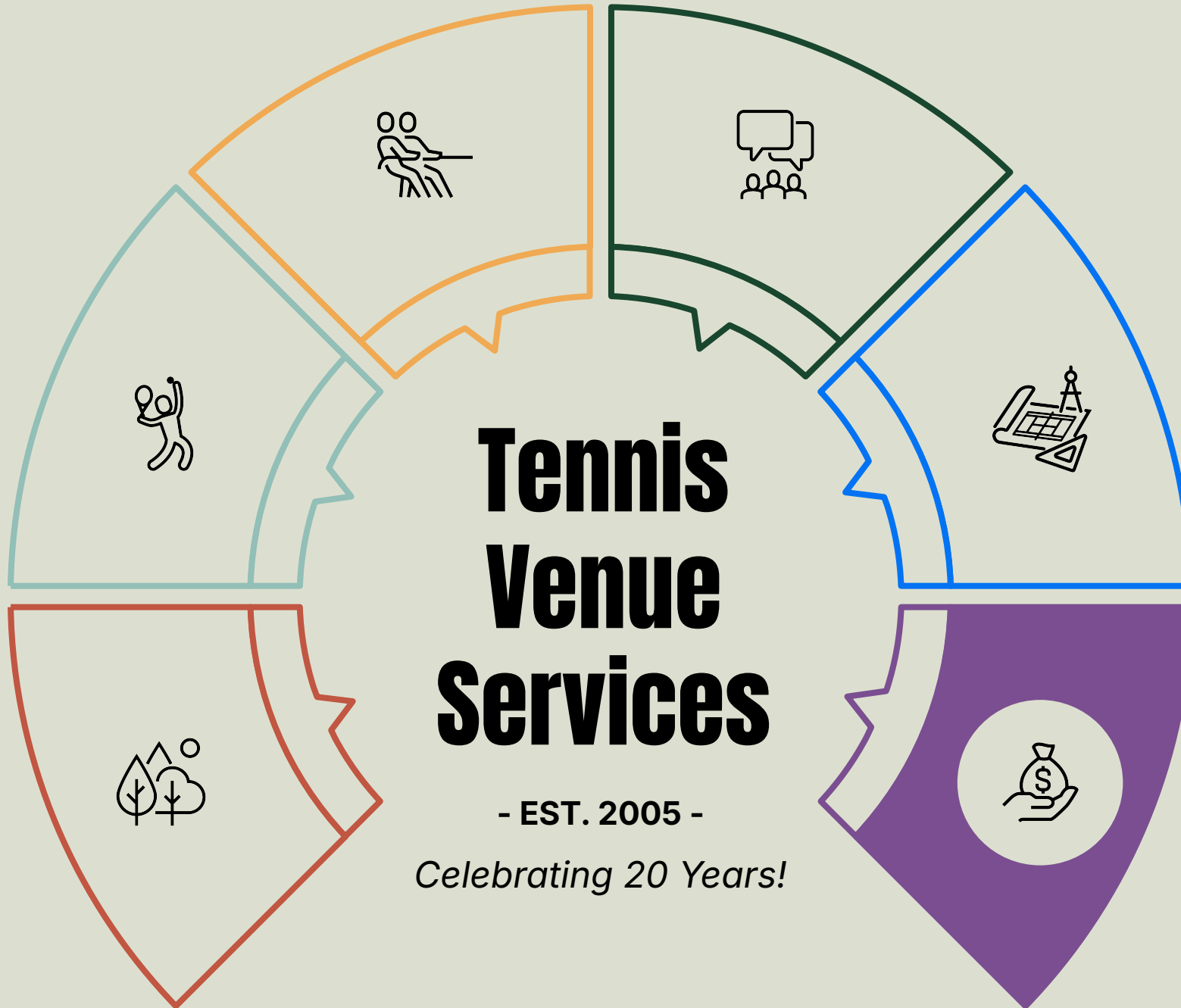
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TENNIS VENUE SERVICES: 2025 GRANT FUNDING

CATEGORY 1	CATEGORY 2	CATEGORY 3
Amenities 50% Of Project Cost Maximum \$5k	Lighting Up to \$15k Per Court 50% Of Project Cost Maximum \$60k	New Construction Up to \$35k Per Court 50% Of Project Cost Maximum \$200k
Tennis Court Tech 50% Of Project Cost Maximum \$10k	Fencing Up to \$12k Per Court 50% Of Project Cost Maximum \$60k	Reconstruction Up to \$20k Per Court 50% Of Project Cost Maximum \$200k
Inclusive Access* 50% Of Project Cost Maximum \$10k	Resurfacing Up to \$8k Per Court 50% Of Project Cost Maximum \$60k	Indoor Structures Up to \$50k Per Court 50% Of Project Cost Maximum \$200k

** An Inclusive Access grant may be combined with another Category 1 or Category 2 grant.*

Since Jan. 1, 2020 USTA has awarded...

133

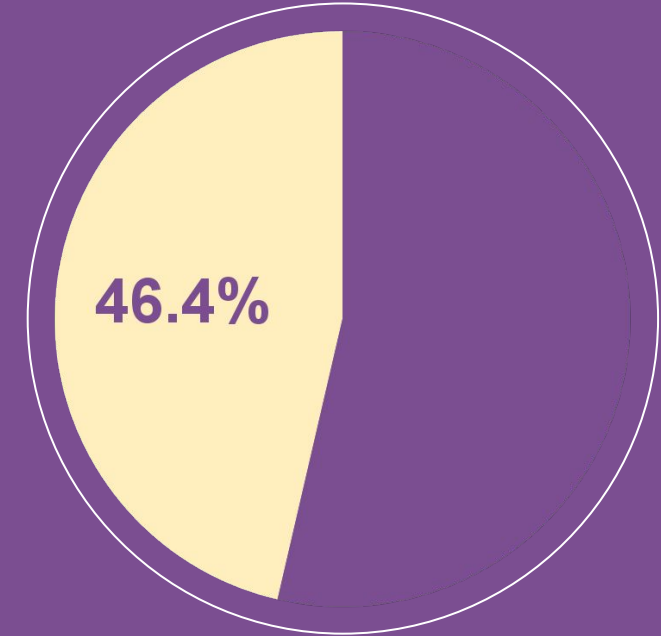
INFRASTRUCTURE
PROJECTS IN PARKS

1,146

TENNIS **COURTS IN**
PARKS

\$3.42M

GRANT **FUNDING**
FOR PARKS



*In 2025, **\$1.02M** of the **\$2.20M** TVS grant funding awarded to date was allocated to parks facilities.*

03

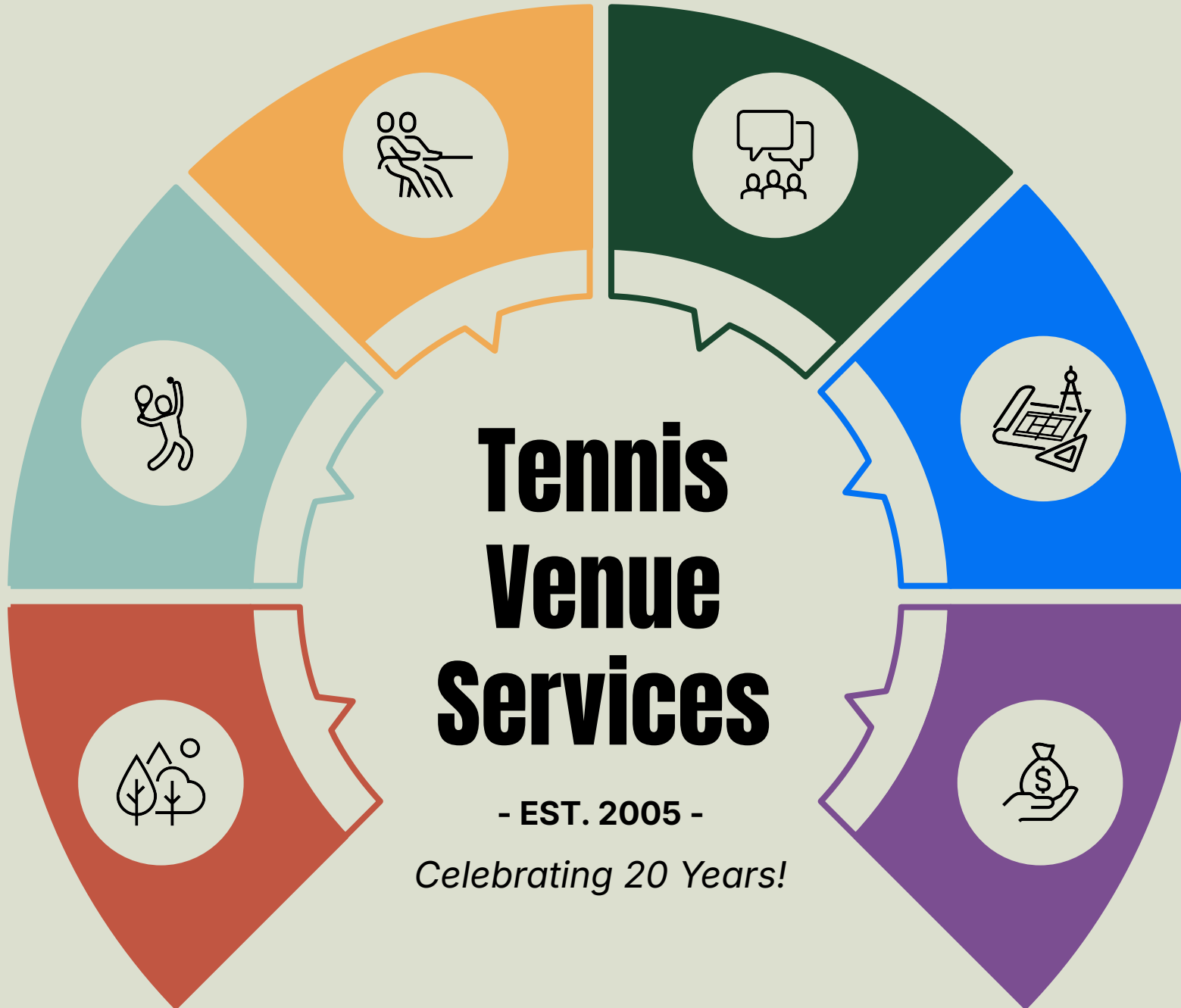
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Tara Eggleston Stewart, CPRE

Director of Rockville, Maryland Parks
and Recreation - AAPRA Fellow

The Maryland-National Capital Park and Planning Commission

DEPARTMENT OF PARKS AND RECREATION

Tennis Facilities

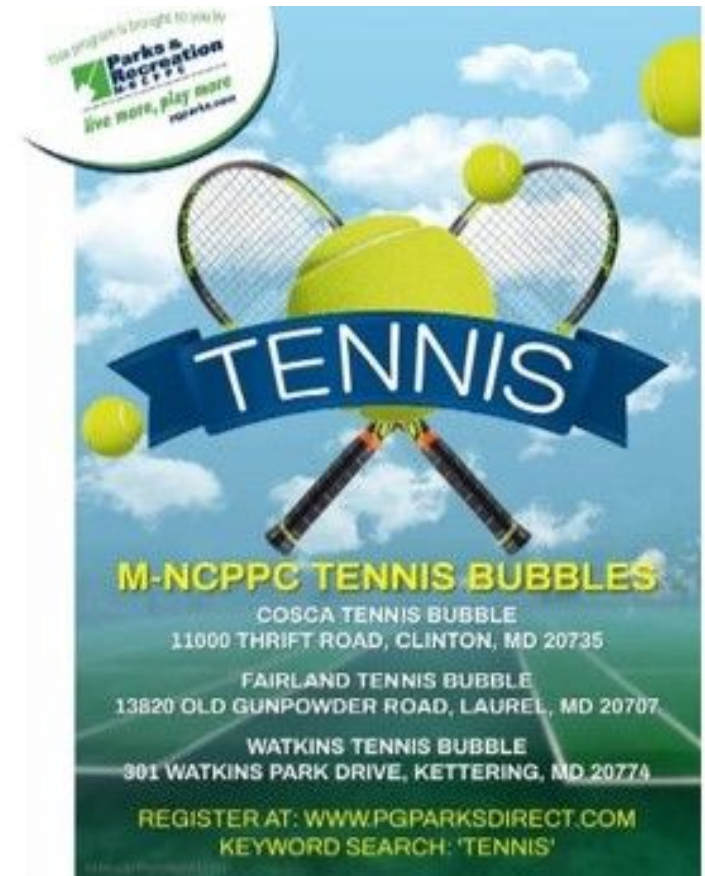
Serving USTA Recommendations



NRPA 2024

Challenges Prior to Assessment

- Inconsistent course offerings & pricing
- Limited programing outreach
- Lack of community knowledge of facilities and programming
- Vast infrastructure without focused approached
- Infrastructure improvements



USTA Assessment Recommendations

- Elevating the Department's Tennis Program
- Expanding Tennis Recreation throughout the County
- Becoming *the* Tennis Destination
- Making Tennis Accessible for All



Elevating the Department's Tennis Program

- Expand the availability of offerings
 - ❖ Standardized across the Bubbles
 - ❖ Offer higher levels of play
 - ❖ Courses and self-directed
- Coaching expertise and execution



Elevating the Department's Tennis Program

- Adopted the Red, Orange, Green, Yellow (ROGY) player pathway
- Actively recruiting and sorting players using USTA Ratings & Coach Assessments
- Expanded the number and types of courses including higher levels
- Focused coach recruitment and development



Expanding Tennis throughout the County

- Community outreach events
- Embrace the Hub & Spoke approach
- Cultivate closer relationships with schools



Expanding Tennis throughout the County

- College and High School practices and matches
- Supporting Community Centers with tennis programming
- Homeschool programming
- Out of School clinics
- Re-engage and expand partnerships
- Outreach at local events and festivals



Becoming Tennis Destination

- Actively securing a “Play Partnership Agreement” with USTA as a Regional Partner
- Coaching workshops
- Expanded USTA league play
- Infrastructure and investments
- Marketing campaign



Making Tennis Accessible

- “Learn Tennis Today!”
- Tennis Ball Recycling Program
- Partner with Therapeutic Recreation and MedStar
- Accessible tennis programs
- Accessible pickleball courts



The Maryland-National Capital Park and Planning Commission

DEPARTMENT OF PARKS AND RECREATION

Tennis Facilities
Serving USTA Recommendations

Thank You!



Chris Bass, CPRE

Director of Douglasville, Georgia Parks
and Recreation - National Gold Medal
Award Program Judge

Proven Best Practices:

Implementing Racquet and Paddle Sports
Throughout Diverse Community Settings

Presented by Chris Bass, CPRE



USTA PARK AGENCY TENNIS ASSESSMENT



01

MANAGEMENT



02

IMPACT



03

PROGRAMMING



04

INFRASTRUCTURE

Park Assessment Scores

CRITERIA:	IMPACT MODULE	PROGRAMMING MODULE	INFRASTRUCTURE MODULE	TOTAL SCORE
Hunter Memorial Park (7 tennis courts)	2.25	1.46	2.55	2.08
Hunger Memorial Park (6 pickleball courts)	2.05	1.08	1.00	1.34

Management Recommendations

- Hired an in-house Racquet Sports Coordinator to oversee tennis and pickleball programming.





Programming

Tennis Socials

- Adult Pickleball Tournaments

Youth Programming

- Integrated Tennis to Summer Camps

Partnered with Boys and Girls Club

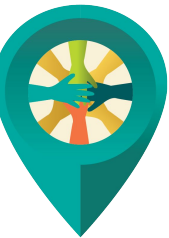
- Tennis Lessons for ASP



Infrastructure



Pickleball at Hawthorne Community Center





Economic Impact

Host local high school tournaments to promote tourism



Upcoming Plans

Programing

- Partner with USTA and Community Tennis Association to create and implement a programming plan.
- Develop plan to implement Adaptive Tennis Program

Management

- Coaching Certifications and SafePlay Training
- Develop a Budget for racquet and paddle sports

Infrastructure

- Site improvements – lightings, seating, shade etc.
- Finalize concept plan for renovations through USTA





Kim Reser, CPRP

Assistant Director, Springfield-Greene
County Park Board, Missouri - AAPRA
Fellow

Kim Reser

Assistant Director of Parks



Springfield-Greene County (MO) Parks and Recreation

Springfield-Greene County (MO) Park Board Agency Partnership With Tennis & Pickleball



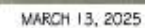


Aerial View of Cooper Tennis Complex



- Convert 2 existing Tennis to 6 Pickleball courts
- Add signage

- Demolish and rebuild existing 12 Pickleball courts from the ground up, slab, surface, fencing and build 6 new courts on the north side of the existing courts
- New LED lights
- New seating/shade area
- New permanent restrooms
- New pavilion (to include storage) (TBD)
- Stormwater detention





Questions?

USTA 



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Thank you!