



## AMERICAN ACADEMY FOR PARK AND RECREATION ADMINISTRATION CONVERSATION THAT MATTERS

# Partnership with USTA's Park Agency Tennis Assessment: A Tool to Improve Your Community (Which Includes Pickleball)

**DATE:** April 17, 2025

**START TIME:** 9:00 AM PT | 10:00 AM MT | 11:00 AM CT | 12:00 PM ET (75 minutes)

**CEUs:** 0.1 CEUs are available for this session

**INVITED ATTENDEES** Academy Members, former Externs, and Mentor/Mentees pairs within park and recreation agencies, as well as their operations and program staff. Invite whomever else wants to learn about this fantastic opportunity.

**DID YOU KNOW?** One in every 13 Americans (age 6+) play tennis, and 70% percent of all USA participants play tennis inexpensively or for free on public park and community center tennis courts. Tennis is a lifetime sport activity and can be easily adapted for various disabilities.

In 2025, the United States Tennis Association (USTA) will be releasing \$10 million in grants for facility development and improvements to local park and recreation agencies. In addition, USTA has grants for programming and staff/coach training.

**DURING THIS WEBINAR YOU WILL...**

- 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.
- 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.
- 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.

The USTA's Park Agency Tennis Assessment has equipped park agencies nationwide with expert analysis and actionable recommendations, enabling them to identify opportunities for improvement within their park system, strategically implement recommendations, and create meaningful impact within their communities. By providing objective, third-party analysis, the Assessment lends credibility to internal advocacy efforts and empowers park agencies to confidently pursue improvements for tennis and other racquet and paddle sports.

**MODERATOR** **Jodie Adams** – Academy Fellow, USTA past Board Member, NRPA Past President

**SPEAKERS** **Tara Eggleston Stewart** – Director of Rockville, Maryland Parks and Recreation (Former Division Chief - Maryland-National Capital Park and Planning Commission (Prince George County) - AAPRA Fellow

**Christopher Bass** – Director of Douglasville, Georgia Parks and Recreation - National Gold Medal Award Program Judge

**Kim Reser** – Assistant Director for Springfield-Greene County Park Board, Missouri - AAPRA Fellow

**Todd Carlson** – Director, USTA Tennis Venue Services

**Amelia Storer** – Manager, USTA Tennis Venue Services

**AAPRA IS PROUD TO PARTNER WITH THE UNITED STATES TENNIS ASSOCIATION**

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