

What Is a CTA?

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“Any incorporated geographically defined, not-for-profit, volunteer-based tennis organization that supports or provides programs which promote and develop the growth of tennis.”

—Definition of a USTA Community Tennis Association

A Community Tennis Association (CTA) is an organized group of dedicated volunteers and professionals who come together to support community tennis programs. As an association, the group works to coordinate and maintain programs and services and guarantees they are open and accessible to all. These tennis enthusiasts may act as advocates, program administrators, promoters, or fund-raisers. Fueled by local volunteers, this not-for-profit association exists to promote and develop the game of tennis in the community.



TYPES OF USTA COMMUNITY TENNIS ASSOCIATIONS

The USTA recognizes four types of CTAs that may exist in local communities nationwide. Each type plays an important role in the development and delivery of tennis programming at the local level. Following is a brief description of the four types of CTAs.

Type 1: Single-Purpose CTA

A Single-Purpose CTA is organized with a single, narrow purpose that addresses a specific need in a community. It delivers **only one program or service and does not address the needs of the entire community**. For example, there may not be an indoor tennis facility within a local community. A concerned group of citizens may form a CTA for the sole purpose of raising funds to build this facility. Another example might be a group of senior citizens interested in starting a senior division of USTA League Tennis who form a CTA for the sole purpose of organizing and maintaining this program for this specific population. A third type of Single-Purpose CTA is a USTA National Junior Tennis League (NJTL) Chapter.

Type 2: Multi-Purpose CTA

A Multi-Purpose CTA is similar to a Single-Purpose CTA except that the Multi-Purpose association **offers more than one program or service while still not being a full-service organization**. An example of this type might be in a community committed to offering a variety of tennis programs, but only for its youth. The entire adult population is not served through this CTA's programs or services.

Type 3: Umbrella CTA

An Umbrella CTA represents what we consider to be the most comprehensive type of CTA. We say this because this type of CTA delivers a full menu of programs and services to the entire community, regardless of age, gender, cultural or socioeconomic background, physical ability, or skill level. Anyone at anytime has the opportunity to try the game, learn the skills, play with friends, or compete in match play.

Type 4: Coalition CTA

The Coalition CTA represents the alliance of diverse community organizations whose purpose is to **facilitate the delivery of tennis programs and services through these organizations** and ensures that programs exist for anyone at anytime to try the game, learn the skills, play with friends, or compete in match play.

This type of CTA may not itself deliver all programs but ensures that other organizations within the community have the tools and resources needed to deliver these programs. The Coalition CTA strengthens local relationships and creates partnerships with schools, outreach organizations, parks and recreation departments, other CTAs, commercial tennis facilities, and other organizations that deliver tennis programs in the local community.

MOVING FROM ONE TYPE OF CTA TO ANOTHER

Most CTAs begin as a Type 1, Single-Purpose CTA with one specific purpose in mind. It might be starting tennis in the schools with the USTA School Tennis program or implementing a Jr. Team Tennis program. Once this initial project has been successfully launched, which may take anywhere from one to three years, the association is in a position to evaluate the additional tennis needs of the community.

In many instances, the long-range goal of an association is to gradually encompass all facets of tennis programming. An association's purpose or mission is a major cue to the association's leadership for generating additional program and service ideas.

As a CTA moves from a Type 1 format to a Type 2, 3, or 4 format, it begins to add a broader spectrum of tennis activities. When this happens, the association needs to develop a plan of action, which clearly outlines:

1. **What** programs will be initiated and where they will be held.
2. **When** they will be initiated—priorities and dates should be established because it can be difficult and probably not effective to set everything into motion at the same time.
3. **Who** will be responsible for taking the steps necessary to get each of the programs and services under way.
4. **How** much funding is needed to operate these programs and services.