

23.6 Million Reasons

WHY YOU SHOULD ADVOCATE
FOR YOUR TENNIS COURTS



Advantage Tennis.

How to navigate pickleball's expansion in your community.

As members of the tennis family, we are all aware of the positive impact tennis can have on people's lives and on our communities. As advocates for tennis, our mission is to help decision-makers in the public, private and non-profit sectors embrace these benefits, ultimately resulting in their support for developing and preserving tennis courts and infrastructure.

The USTA can help you advocate locally with resources, information and tools. Get started with the quick guide to advocating in your community on [usta.com/advocacy](https://www.usta.com/advocacy). For additional information, review our [Community Advocacy Handbook](#), [Contact Tennis Venue Services](#), your [USTA Section](#), or [email cta@usta.com](mailto:cta@usta.com) to find a CTA near you.

Start Here: Share "Why Tennis" & Know the Facts

PARTICIPATION STATISTICS IN THE UNITED STATES:

- Tennis has gained 5.9 million players since 2019, for a total of 23.6 million players in 2022.*
- Pickleball has a TOTAL of 8.9 million players in 2022.**



INFRASTRUCTURE STATISTICS:

- There are 252,000 tennis courts in the United States.
- More than 70% of tennis play occurs at public facilities.*
- The USTA Tennis Venue Services program has granted \$15+ million in grants to date. The program has provided services in support of more than \$500M in tennis facility infrastructure since 2005.

Due to the continued growth of both sports, there is an increased demand for courts and facilities for both tennis and pickleball. Local advocates, like you, are crucial to making sure tennis is well-represented in your community.

*Tennis number source: The 2022 National Tennis Participation Report available from the Tennis Industry Association (TIA)

**Pickleball number source: Sports & Fitness Industry Association (SFIA)

***Health and Wellness Source: Mayo Clinic, September 2018

HEALTH AND WELLNESS:

Tennis is a lifelong sport for all ages and abilities. In fact, studies show that tennis can add 10 years to your life, more than any other sport or activity.***

For more information, refer to page 6 of our [Advocacy Handbook](#).



YOUTH DEVELOPMENT:

Tennis positively influences the lives of youth across all socioeconomic levels. Studies show that youth who play tennis are more likely to experience better grades and better behavior. They also are more likely to attend college and develop healthy eating habits.



INCLUSIVITY AND DE&I:

Over the past five years, tennis has experienced diverse player participation growth of 30% across all race-ethnicity groups. Tennis is a sport that is adaptable for mental, physical or emotional disability with more than 300 adaptive programs registered with the National Adaptive Committee in the United States.



ECONOMIC IMPACT:

Tennis events and tournaments drive revenue in their local communities. Refer to your local municipality's Convention Visitors Bureau (CVB) for local statistics.



Build an Action Plan

1. **After clearly defining your objective and familiarizing yourself with the research, start by determining the municipality decision-making process in your area.**
2. **Assess the local tennis court usage rates, number of courts, and programming impact.**
3. **Build an active coalition and an extended team of advocates.**
4. **Connect with key influencers and educate yourself on their backgrounds.**
 - Key influencers may include:
 - ▶ Park & Recreation Agency Director
 - ▶ City Council members
 - ▶ School Board members
 - ▶ County Commissioners
 - ▶ Mayor's office
5. **Develop a communication plan to include key influencers, coalition, advocates and local media.**
6. **Identify obstacles and conceptualize possible solutions.**
 - Review the [USTA's Statement of Guidance](#) for direction on the development, expansion, and renovation of public facilities and spaces related to tennis and pickleball.

Contact Tennis Venue Services at facilities@usta.com or fill out the inquiry form [HERE](#) for additional advocacy support.