

ADVOCATING FOR: TENNIS ON PUBLIC COURTS

PARK AND RECREATION AND PUBLIC FACILITIES

Advocacy for tennis involves taking our knowledge and passion for tennis and connecting it to the needs of communities, schools, colleges, and local governments. Advocacy is the ability to demonstrate to decision-makers how tennis programs can benefit the community.

Nearly 70% of all tennis is played on public park tennis courts. Park and recreation groups are vital to the health and growth of tennis. Several tennis legends, including Billie Jean King and Arthur Ashe grew up playing on public courts, as did Serena and Venus Williams and many other American tennis stars.

For more information on resources to support Parks and Recreation tennis from the USTA, please visit

**USTA.COM/
PARKSANDRECREATION**



INTRODUCTION

One of the most important things you can do for your cause is to visit your local park and recreation department.

SOME OF THE KEY SCHOOLS PERSONNEL CAN INCLUDE:

- Park and Recreation Director of Tennis
- City Park and Recreation Department of management
- City Councils
- Local Community Tennis Association partners
- Local National Recreation and Park Association (NRPA) Chapters

TACTICS TO ADVOCATE FOR TENNIS IN PUBLIC FACILITIES AND PARKS

- Try to understand the broader issues that your parks system encounters.
 - This will help a tennis advocate better understand how they can effectively partner with a potential park and recreation organization.
- Understand how the park and recreation system works in your community.
 - Park and recreation agencies problems can be unique and express the needs and interests of specific communities.
 - Due to public policy and funding parameters, often the most well-organized and visible advocacy efforts that benefit most.
- If possible, ask to be walked through a local city or county's master park plan.
 - This plan shows where parks are located, where parks are planned, and which facilities are given priority.
 - You can identify where tennis courts are planned and see where space exists to build more. If you are not satisfied with the number of courts in your area, you can help change this with a grass-roots advocacy plan.
- Attend public park and recreation commission meetings (if your city has one).
 - Network with the public boards and committees who may eventually deal with your tennis requests.
 - You may find like-minded individuals in the audience at these meetings who can help with your advocacy goals.
 - Attend meetings of related commissions and boards. *Example - If a tennis project involves the Wetlands Commission or the Zoning Board, be sure to attend those meetings.*

Are you looking for business, technical or advocacy assistance with your local project? Find out all of the services and resources to help with your project at usta.com/facilities.

TENNIS INDUSTRY UNITED • FOUNDING MEMBERS

