

Mission: Growing tennis to inspire healthier people and communities everywhere.

Strategic Intent (USTA): Attract, engage, and retain new generations of diverse tennis participants.

Hedgehog Concept: Create play opportunities for all by expanding and financially sustaining a hybrid distribution system.

Directional Goal #1

Provider Support – We will support the tennis eco-system through USTA programs and B2B services.

- Offer concierge services via check-ins to connect providers to USTA benefits, tools, analytics, and platforms
- Administer and sanction USTA programs and pathway (USTA CT Strategy #1)
- Support USTA holistic coaching approach (USTA CT strategy #2)
- Conduct provider trainings, as needed
- Highlight and share provider best-practices, industry & USTA initiatives, and important section-related information
- Administer Provider Grants
- Promote SafeSport

Directional Goal #2

Accessibility – We will create and expand play opportunities for consumers.

- Fill play opportunity and programmatic void via quality turn-key direct delivery services on any available court or space
- Drive and/or support opportunities that expand year-round access and indoor court capacity. (USTA CT Strategy #3)
- Provide comprehensive facility management services and administration
- Pursue partnerships and foster community engagement
- Provide need-based scholarships to individuals
- Build marcoms/engagement engine to promote play opportunities and consumer acquisition

Directional Goal #3

Resource Development – We will ensure continued financial growth and performance.

- Leverage 501c3 status for philanthropic fundraising and donor cultivation
- Conduct targeted capital campaigns to expand year-round access and indoor court capacity
- Grant-writing
- Develop Sponsorships & Affiliates
- Business Development
- Host Special Events/Trips
- Build and leverage CRM
- Prudent financial management
- Amplify our mission impact

Core Values

- Diversity, Equity and Inclusion
- Consumer Centric
- Strive for Excellence
- Innovative and entrepreneurial
- Future Focused
- Agility and Risk-taking