

**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**

<ul style="list-style-type: none"> <li>● <b>Diversity, Equity and Inclusion</b></li> <li>● <b>Consumer Centric</b></li> <li>● <b>Strive for Excellence</b></li> </ul>	<ul style="list-style-type: none"> <li>● <b>Innovative and entrepreneurial</b></li> <li>● <b>Future Focused</b></li> <li>● <b>Agility and Risk-taking</b></li> </ul>
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