

WHAT TO USE NOW: Essential Resources

This document provides essential resources that local tennis groups can use to support successful tennis advocacy. The resources have been selected to help inform and promote the growth and benefits of tennis, building relationships, mobilizing support, leveraging information, utilizing media, funding and business development, engaging in effective communication, as well as understanding business development and funding.

I. INFORMATIONAL RESOURCES

➔ **USTA Community Advocacy Handbook (2020)** [link/pdf]

<https://www.usta.com/content/dam/usta/2020-pdfs/USTA-CTA-Community-Advocacy-Handbook.pdf>

This handbook can be used for guidance on a variety of useful topics, including developing your project, gaining support, cultivating community partnerships, communicating the benefits of tennis, engaging with media, as well as understanding funding and business development.

➔ **USTA Advocacy in Motion Worksheet** [pdf]

This two-page worksheet can be used to help form an Advocacy Committee, including an overview of the process and things to consider. This worksheet is also available in the USTA Community Advocacy Handbook (Appendix XII, pp. 50-52).

➔ **USTA Southern Lines Policy webpage** [link]

<https://www.usta.com/en/home/about-usta/who-we-are/southern/usta-southern-tennis-lines-policy0.html>

The current line policy is in place for events in the USTA Southern Section:

“Tennis courts eligible for USTA Southern sanctioned competition, including junior and adult tournaments and league, must contain only lines prescribed by the ITF Rules of Tennis, as set out in the USTA Handbook of Tennis Rules and Regulations.”

Although tennis courts that include both tennis and pickleball lines are not eligible to host sanctioned play in the USTA Southern Section, USTA Southern will continue to explore options to collaborate with facilities and providers who wish to offer pickleball and help advocate for the construction of separate pickleball courts.

➔ **USTA Statement of Guidance – Update (01.27.2023)** [link/pdf]

<https://www.usta.com/content/dam/usta/2023-pdfs/FINAL-SOG.pdf>

This two-page document provides guidance for the development, expansion, and renovation of public facilities and spaces related to tennis and pickleball. This guidance is presented within the understanding that, while tennis remains the most popular racquet sport in the United States, both tennis and pickleball are currently experiencing significant participation increases throughout the country resulting in an increased demand for both courts.

➔ **USTA Venue Services webpage** [link]

<https://www.usta.com/en/home/coach-organize/tennis-support/facility-assistance.html>

Whether you are beginning the process of building or adding to a tennis facility, are interested in 36' or 60' tennis courts, or need to repair courts, this is the place to visit for information and resources, including financial assistance.

➔ **2023 Guide to USTA Venue Services flyer** [link/pdf]

<https://www.usta.com/content/dam/usta/2023-pdfs/USTA-Facility-Grant-One-Pager.pdf>

This one-page flyer that provides an overview of the business, technical, and advocacy services, digital tools, and facility funding available through USTA Venue Services.

- ➔ **Tennis Center Feasibility Study, Final Draft Report, April 2022 (Flower Mound, Texas) – Appendix B: Economic Impact Analysis, pp. 69-76** [pdf]
This document is the final draft report of a tennis center feasibility study conducted for Flower Mound, Texas. Special attention should be paid to the economic impact analysis (Appendix B, pp. 69-76), which addresses potential employment, development, and tourism. The document provides a model for thinking about and framing tennis facility development, highlighting the positive economic impact it can have on a community.
- ➔ **U.S. tennis participation grew for a third straight year in 2022 (01.12.2023)** [link]
<https://www.usta.com/en/home/stay-current/national/u-s--tennis-participation-grew-for-third-straight-year-in-2022.html>
This article reports the recent participation increases and growth trend of tennis.
- ➔ **Surge in tennis participation led by growth in ethnic diversity (03.06.2023)** [link]
<https://www.usta.com/en/home/stay-current/southerncalifornia/surge-in-tennis-participation-led-by-growth-in-ethnic-diversity.html#tab=tournaments>
This article reports the ethnic diversity represented in the recent multi-year participation increases and growth trend of tennis.

II. PROMOTIONAL RESOURCES

- ➔ **USTA Advantage Tennis Advocacy flyer** [link/pdf]
https://www.usta.com/content/dam/usta/2023-pdfs/USTA_Advocacy-flyer_Tennis.pdf
This brief yet informative two-page promotional flyer (which can be printed front to back) is designed to inform and promote why citizens should advocate for local tennis courts, provides basic facts, links to resources, and steps to build an action plan. It can be used to jointly mobilize support while also informing about and promoting tennis.
- ➔ **USTA Advantage Tennis Advocacy buck slip** [link/pdf]
https://www.usta.com/content/dam/usta/2023-pdfs/USTA_AdvocacyBuckslip.pdf
Like the flyer above yet smaller, this is a brief yet informative promotional item that incorporates a QR code and, when printed front-to-back, is the size of a dollar bill. It is designed to quickly inform and promote why citizens should engage in local tennis advocacy and provides basic facts, links to resources, and steps to build an action plan. It can be used to mobilize support while also informing about and promoting tennis.
- ➔ **USTA Tennis is Boooooooming graphic** [jpeg and png]
This is a small graphic (jpeg and png) designed to both inform about and promote the magnitude of tennis participation, including compared to all other racquet sports.
- ➔ **USTA Smashing Benefits of Tennis flyer (youth)** [link/pdf]
https://netgeneration.usta.com/content/dam/usta/2021-pdfs/USTA_Health-Benefits-of-Tennis-for-Kids_Flyer.pdf
This one-page flyer illustrates the many benefits of tennis for youth, including higher grades, an increased likelihood to attend college, less likely to engage in risky behaviors, being physically active, strategic problem-solving, and self-confidence.
- ➔ **USTA Long Live Tennis flyer (adults)** [link/pdf]
https://www.usta.com/content/dam/usta/2021-pdfs/USTA_Health-Benefits-of-Tennis-for-Adults_Flyer.pdf
This one-page flyer illustrates the many benefits of tennis for adults, including heart health, stress reduction, social engagement, improving coordination, and fitness.
- ➔ **USTA Top 10 Reasons to Play Tennis flyer** [pdf]
This one-page flyer communicates the many benefits of playing tennis, including physical (“your body”), lifestyle (“your life”), and cognitive (“your brain”). This flyer is also available in the USTA Community Advocacy Handbook (p. 6).