

FACING THE CHALLENGE

TENNIS and PICKLEBALL: It Doesn't Have to be a Battle

WHY TENNIS?

#1 BECAUSE IT'S BOOMING!

- More than 23.6 million people played tennis in 2022!
- There were 5.9 million new players since the start of 2020—an increase of 33%!
- That growth was across all age brackets.
- In our community, there are _____ active tennis players and at least _____ unaffiliated players.
- Last year, local play amounted to over _____ on-court hours.
- _____ players took part in _____ tournaments, _____ in adult league matches, _____ in youth programs, including _____ and _____, and _____ in adult & junior beginner programs.

WHY TENNIS?

#2 BECAUSE IT ADDS TO OUR QUANTITY AND QUALITY OF LIFE!

- Recent research has showing that playing tennis can add up to 9.7 years to your life:
 - Tennis ranks highest among all sports, beating out soccer, cycling, swimming, and jogging.
 - Participation in racquet sports, including tennis, reduces the risk of all-cause mortality by 47 percent.
- Playing tennis 3 hours a week reduces cardiovascular risk by 56 percent.
- Tennis improves coordination, agility, and balance.
- Regular play builds friendships and fitness that enhance well-being and promote mental health.

WHY TENNIS?

#3 BECAUSE IT HAS A LIFELONG IMPACT ON KIDS!

- Unlike many youth sports, tennis emphasizes fair play, sportsmanship & teamwork. It actively discourages “in your face” behavior.
 - Kids who play tennis are less likely to be overweight and less prone to risky behaviors like drinking and smoking.
 - Youth tennis players are more confident than non-tennis players.
 - Young players learn valuable social skills, get better grades, and are more likely to attend college.
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WHY TENNIS?

#4 BECAUSE IT BUILDS COMMUNITY

- Nearly 80% of all US tennis is played on public courts, a figure that increases every year.
 - Public park tennis creates links between ethnic groups, economic demographics, and generations.
 - Tennis is a social sport that produces strong and lasting networks of civic-minded individuals.
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WHY TENNIS?

#4 BECAUSE IT BUILDS COMMUNITY (Continued)

- Tennis tournaments and other activities can produce significant tourism revenues. Last year, it generated _____ for our _____.
 - Tennis strives to increase minority involvement in all of its programs. NJTL, for example, reaches out to underserved youth who often do not participate in local Parks and Recreation programs.
 - Tennis organizations actively support civic improvement and many host charity events. Last year, our CTA _____.
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WHAT'S THE PROBLEM?

Tennis is losing real estate despite its tremendous growth

LOSING TENNIS REAL ESTATE

WHAT DOES THAT MEAN?

- Pickleball is growing quickly and vocal supporters are pushing their communities to add courts.
 - The simple solution for many communities has been to add pickleball lines to tennis courts or to convert tennis courts to pickleball courts.
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LOSING TENNIS REAL ESTATE

WHY IS THIS A PROBLEM?

- While pickleball is indisputably growing, so is tennis! Taking courts from one to give another doesn't resolve the issue of court availability for both sports.
- Pickleball courts in residential areas have caused conflict in many communities due to the noise pickleball produces. Tennis does not have this problem.
- Tennis players have voiced concern about the noise of pickleball during play.
- When pickleball lines are added to tennis courts, conflict often follows. Which sport gets priority? Time limits are largely unenforceable, and sports that are supposed to unite communities end up creating conflict.

WHAT'S THE SOLUTION?

The USTA Tennis & Pickleball Statement of Guidance

FINDING MUTUALLY BENEFICIAL WAYS TO RESOLVE COURT UTILIZATION ISSUES

HOW TENNIS IS WORKING WITH PICKLEBALL ENTHUSIASTS

The United States Tennis Association produced a “Tennis and Pickleball Statement of Guidance” in connection with park professionals and court contractors in order to detail ways public parks can most efficiently, economically, and effectively support the growth of both sports. So what did they determine?

- 1) Communities should have separate facilities for tennis and pickleball.
 - 2) Whenever possible, communities should build new pickleball courts on non-traditional spaces, for example, unused parking lots, old basketball courts, or empty big box stores.
 - 3) Only as a last resort should courts be shared. If this does become necessary, it, should be considered only for facilities with two or fewer tennis courts.
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USTA SOUTHERN SECTION

- Our state is part of the USTA Southern Section - the largest and most influential section in the country
 - We need the support of USTA Southern to grow and to offer flagship programs like Adult League, Junior Team Tennis, and sanctioned tournaments.
 - USTA Southern only permits sanctioned play on courts with USTA-approved lines, meaning that most USTA activities, including Adult League and tournaments, cannot take place on courts that have pickleball lines.
 - USTA Southern strongly supports the USTA recommendation that communities resolve issues in ways that benefit both sports.
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HOW IS THE TENNIS INDUSTRY SUPPORTING SEPARATE FACILITIES?

Racquet Sports Industry

- This includes major construction organizations, equipment and apparel manufacturers, facility owners, and operators.
- The industry has endorsed the USTA's Statement of Guidance.

Facility Owners

- New court construction is moving toward larger facilities with areas for **both** sports. Many commercial clubs have added pickleball courts and are offering both sports.

Professional Certifications Organizations

- Professional certification organizations, including the Professional Tennis Registry (PTR) and United States Professional Tennis Association (USPTA), are developing new ways of teaching both sports, often in tandem.

RESOURCES

The USTA offers resources and funding to support communities and the growth of tennis across America.

USTA RESOURCES AVAILABLE TO OUR COMMUNITY

Technical Assistance and Grant Funding to Maintain and Improve Tennis Facilities

- In 2022, the USTA provided technical assistance to more than 100 communities nationwide to build or refurbish courts at public parks and tennis facilities.
 - Over \$750,000 was awarded to more than 45 projects, with \$285,000 going to new construction projects.
 - These efforts represent more than 585 courts completed and an impact of over \$50 million in tennis infrastructure.
 - Grants are awarded to communities of all sizes and demographics.
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USTA RESOURCES AVAILABLE TO OUR COMMUNITY

Business Services - Free Support in the Following Areas:

- Assistance and support with liaison between public and private developers.
 - Forecasts & financial recommendations that help determine project cost estimates.
 - Identification of potential partners and funding sources.
 - Assistance with business plan preparation and review.
 - Recommendations for operations and staffing.
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USTA RESOURCES AVAILABLE TO OUR COMMUNITY

Technical Services - Free Tech Support in the Following Areas:

- Assessment of existing facility to address any problems with tennis courts, lights, etc.
 - Preparation of existing facility rehabilitation or renovation plans.
 - Review of contract bids.
 - Review of construction documents to ensure all project details are clear, accurate and concise.
 - Recommendations for alternative or cost saving methods for construction, grading and drainage plans.
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USTA RESOURCES AVAILABLE TO OUR COMMUNITY

Facility Funding - Grants at different funding levels depending on the need. Grant Categories are listed below. USTA Southern & many state offices provide matching grants at different levels when a USTA grant is awarded.

Category I: Up to 50% of total project cost (\$5,000 maximum) for basic facility improvements, including fixed tennis court amenities (i.e. backboards, fencing, windscreens, smart court access, etc.) and blended 36' and 60' tennis line installation on existing tennis courts.

Category II: Up to 50% of total project cost (\$35,000 maximum) for resurfacing of existing 36', 60', and 78' tennis courts and converting 78' tennis courts to stand-alone 36' tennis courts. Funding depends on the the number of courts involved.

Category III: Up to 50% of total project cost (\$55,000 maximum) for new construction or reconstruction of 36', 60', and 78' tennis courts, addition of structures over existing tennis courts and lighting.

SO, WHAT NOW?

Let's work together using the resources available to help both tennis and pickleball grow in our community in ways that are mutually beneficial, both today and for long-term growth and development.

THANK YOU!