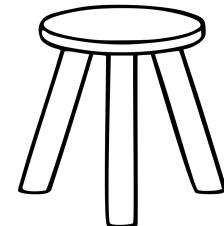


USTA Iowa Strategic Plan for Tennis Growth Using District & Partnerships



MISSION - Develop and promote the growth of tennis throughout the Iowa District

Vision: ~ The future of tennis growth for the district will come through strategic partnerships
 ~ These partnerships must be long term and financial rewarding to the partners
 ~ The strategic partner categories are: CTAs, Clubs and Park & Recs, Schools, Service Organizations



2/23/2023

COMMUNITY TENNIS ASSOCIATIONS (21 total)	CLUBS [Indoor and Private] (18 total)	PARKS & RECS., SCHOOLS, SERVICE ORGANIZATIONS
<p>Interests: 1) Tournaments 2) Programs 3) Community</p> <p>Goals: The USTA Iowa will; 1) strengthen CTA finances 2) strengthen CTA leadership 3) strengthen CTA programs</p> <p>Grant types: 1) District - CTA Pathway Grant 2) District - "Lunch & Learn" Summit 3) District - Officials Matching Grant 4) Section - Serving Up Tennis Grant 5) Section - CTDW Grant</p> <p>Trainings: 1) District - "Lunch & Learn" Summit 2) District - TD Workshops 3) Section - Community Workshops 4) Section - CTD Workshops</p> <p>Conferences or meetings: 1) ITA Spring Meeting 2) ITA Fall Meeting</p> <p>ANNUAL DISTRICT COST: \$22,000</p>	<p>Interests: 1) Revenue 2) Programs 3) Members</p> <p>Goals: The USTA Iowa will; 1) solidify district and club relationships 2) increase club commitment to USTA leagues 3) increase club educational opportunities</p> <p>Grant types: 1) District - Club/District Partnership Grant 2) District - USTA League Team Growth Grant a. Spring b. Summer c. Fall 3) District - New USTA Official Grant 4) Section - Grow the Game Grant</p> <p>Trainings: 1) Section - Level 1 Workshops 2) PTR - Coach Education Pathway 3) USPTA - Coach Education Pathway</p> <p>Conferences or meetings: 1) ITA Spring Meeting 2) ITA Fall Meeting</p> <p>ANNUAL DISTRICT COST: \$20,000</p>	<p>Interests: 1) Specific Clientele 2) Programs</p> <p>Goals: The USTA Iowa will; 1) assist with tennis equipment needs 2) assist with tennis facility needs 3) assist with tennis training needs</p> <p>Grant types: 1) District - Community Development Grant 2) Section - Serving Up Tennis Grant 3) Section - Public Facility Assistance Grant 4) National - Public Facility Assistance Grant 5) National - Net Generation School Kits</p> <p>Trainings: 1) District - School District PE Training 2) District - Special Olympics Iowa Coaches 3) Section - Community Workshops</p> <p>Conferences or meetings: 1) Iowa Parks & Rec. Association Conference 2) SHAPE Iowa Conference</p> <p>ANNUAL DISTRICT COST: \$10,000</p>

Strategic Plan was approved by Executive Board 2/7/2023