

WHY TENNIS FOR YOUR COMMUNITY?

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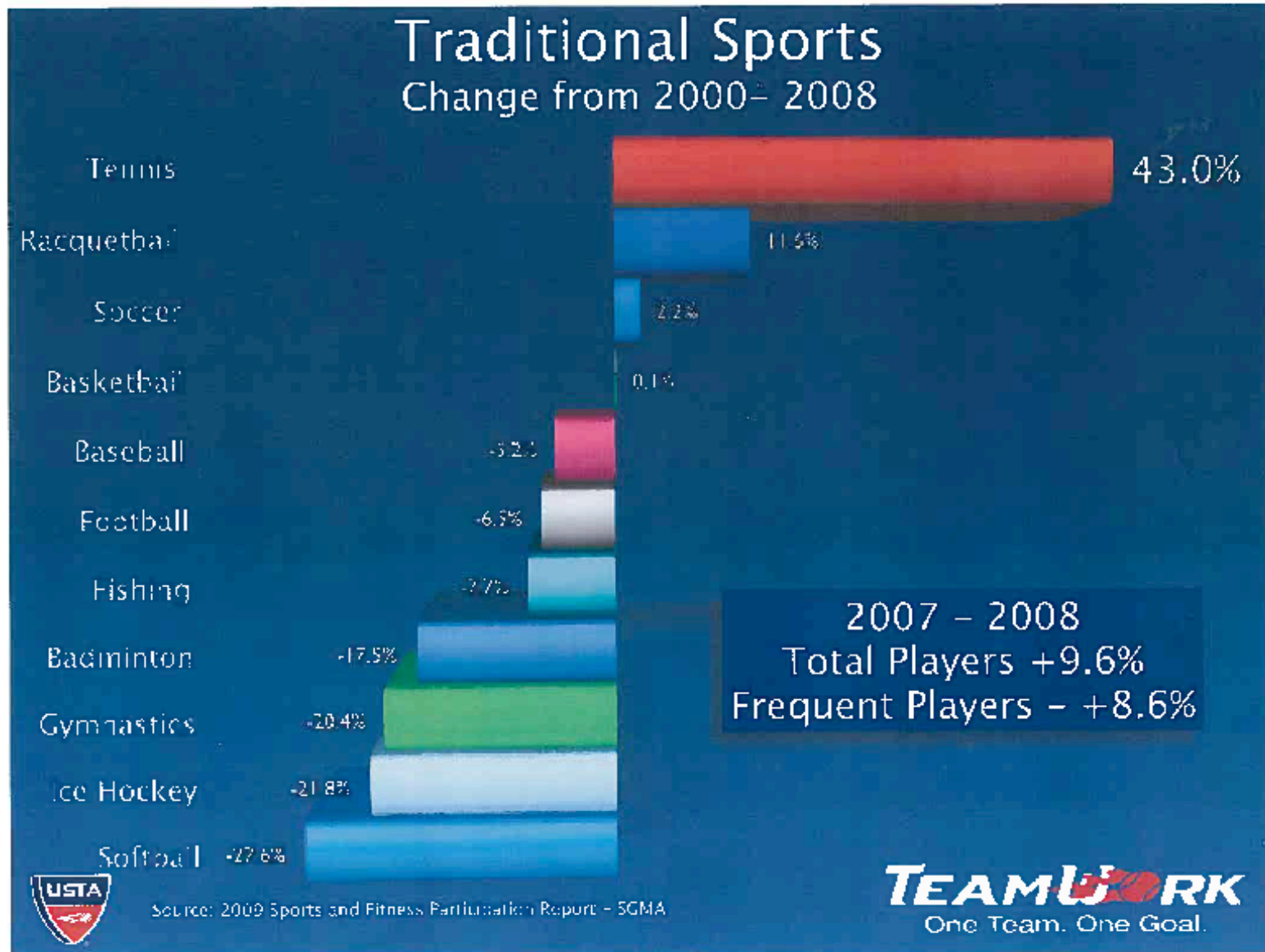


Key National Findings

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- ***Total participation*** broke the 30 million mark in 2009 (a 12% increase to 30.1 million, against 26.9 million in 2008) reaching the highest participation in two decades.
- ***New players*** reached 7.1 million (up 19.5% from 5.9 million in 2008).
- ***Continuing players*** stand at 16.1 million (up 6.3% over 2008, when it stood at 15.1 million).
- **6.9 million *former players*** came back to the game in 2009 (a big 18% increase compared with 5.9 million in 2008).
- Participation grew in all age groups under the age of 50
- Participation is up within all ethnic groups, especially among African Americans (+19%) and Hispanics (+32%)

The fastest growing traditional sport in America



Key Colorado Findings

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- **Adult league participation has skyrocketed by 46% since 1999 with 28,137 players competing in 9 recreational leagues offered at all ability levels throughout Colorado in 2009.**
- **Junior league participation for youngsters ages 5-18 was up over 13% since 2006 with 4,814 players in organized competition last year.**
- **Adult and junior tournament participation has grown by more than 15% in the last five years. Some tournaments have seen increases of 80% since 2008.**
- **USTA membership for adults & juniors in Colorado has increased 21.6% since 1999.**

Why is tennis growing?

- The game is more accessible, primarily through parks and schools
- Tennis develops great health benefits physically, mentally and emotionally.
- Lifetime sport with appropriate formats and competitive opportunities (QuickStart Tennis, leagues for adults & juniors, tournaments for all abilities)
- Brings families together
- Affordable

How can USTA help?

- **Tennis in the Parks**
- **USTA Public Facility Assistance**
- **USTA School Tennis**
- **League, Tournament and Other Play Formats**





Tennis in the Parks

- **Strategic initiative between USTA and NRPA to expand opportunities in communities for the public to learn and play the lifelong game of tennis**
 - Tennis programming formats and assistance
 - Discounts on tennis equipment
 - On-court training support for instructors by certified coaches
 - Facility construction and maintenance assistance and funding
 - TIP Peer Advisors, a network of experienced public tennis practitioners to mentor parks and recreation agencies.
 - Access to USTA Recreational Tennis and USTA CO grants

USTA Public Facility Assistance

IS YOUR TENNIS COURT PROJECT JUST ONE BIG PUZZLE?

Permanent
QuickStart Tennis
lines or courts

Expert review
of facility
construction
plans or bids

Answers to technical
construction or
renovation questions

Indoor
court
options

Design Concepts

Getting buy-in from
the "right" people

Ensuring the
project is
done right

Building your case
for the project

Financial assistance



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LET THE USTA FACILITY ASSISTANCE PROGRAM HELP YOU COMPLETE THE PUZZLE



USTA School Tennis



PE Tennis



After School Tennis



No-Cut Teams

Elementary School → Middle School → High School

Complete Participation Pathway

Connected to Public Tennis Opportunities