



USTA's Park Agency Tennis Assessment

Strengthen the delivery of tennis in your community with personalized recommendations from industry experts. The Park Agency Tennis Assessment process is:



PERSONALIZED

The Assessment is a consultative service provided by the USTA, the national governing body for the sport of tennis, that aims to produce personalized recommendations and actionable deliverables for park agencies to improve the delivery of tennis in their community.

INTENTIONAL

This tool is an objective and systematic process that park agencies can use to conduct a general assessment of their tennis facilities and programming to identify opportunities for growth and improvement.



GROWTH-ORIENTED

The Assessment uses a streamlined approach and a weighted scoring system, based on qualitative and quantitative data, to identify the projects that have the potential to make the biggest impact on tennis growth and participation in the community.

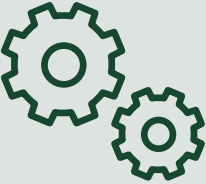


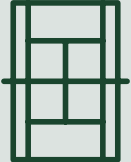
FUTURE-FOCUSED

The final recommendations allow park agencies to identify community partners, prioritize resource allocation, and budget for capital improvements that will be the most impactful for tennis in their community.



Overview of Assessment Modules

The Assessment is broken into four modules: Management, Impact, Programming, and Infrastructure.

 <p>01 Management</p>	 <p>02 Impact</p>	 <p>03 Programming</p>	 <p>04 Infrastructure</p>
<p>MANAGEMENT MODULE</p> <p>This module investigates the overall management structure of the park agency and aims to understand how tennis is delivered. Discussions about the agency's goals and priorities, partners in the community, and local stakeholders lead to recommendations that are specifically tailored to each community.</p>	<p>IMPACT MODULE</p> <p>The Impact Module takes a site-by-site approach to understanding the community surrounding each tennis facility. Information such as the number of courts and court utilization is combined with data describing the local demographics and racquet sport participation. With this information, park agencies can prioritize facilities with the greatest community impact.</p>	<p>PROGRAMMING MODULE</p> <p>The Programming Module measures the overall activity level of each tennis facility. Both the participation levels and the frequency of programs are evaluated for various subsets of the tennis playing community. Introductory, recreational, competitive, adaptive, wheelchair, and other programs will be considered on a site-by-site basis.</p>	<p>INFRASTRUCTURE MODULE</p> <p>The Infrastructure Module is focused on the physical condition of each facility. All aspects of the facility will be taken into account and evaluated on a site-by-site basis. Several criteria, including the court surface, fencing, lighting, site amenities, and accessibility, will be assessed to ascertain the physical condition of each site.</p>

Data-Driven Assessments

Upon completion of the Assessment, a final score for each facility will be calculated based on an analysis of the criteria from each module. Park agencies can then use this data to prioritize their resource allocation, advocate for facility improvements, implement new programming, and/or adjust management strategies.

Schedule an Assessment

To learn more about the USTA's Park Agency Tennis Assessment, schedule an Assessment, or request an informational meeting, please contact Amelia Storer at amelia.storer@usta.com.