

Tennis Venue Services (TVS)

Whether you're just starting out and dreaming of building a state-of-the-art, multi-court tennis facility, you're interested in 36' or 60' tennis courts, or simply need to repair cracked courts at the local park down the street, USTA's Tennis Venue Services are here to help.

Customers are appointed project consultants from the USTA national staff, and they deliver personalized support and service to help take your project from dream to reality.

RESOURCES

[Tennis Venue Services Link](#)

CASE STUDY: HOLLA! RURAL TENNIS YOUTH DEVELOPMENT PROGRAM | Submitted by Alex Gaddy and Gwen Jackson

Introduction

The HOLLA! Eagles Tennis program was started in 2013 through the LET'S MOVE project funded by a grant from the Kate B. Reynolds Charitable Trust. Leon Gatewood, Founder and CEO of HOLLA!, had the vision and foresight to include a regulation-size tennis court in the plans of the HOLLA! Center's design. The court was funded and installed, and recently (in 2020) was refurbished through public and private contributions. (The on-site court qualifies the organization to receive funding for coaching and supplies.)



Goals

This organization had a number of objectives, all of which are important. They are as follows:

- To develop players of racially diverse backgrounds.
- To serve low-income junior tennis players and enable them to use their tennis ability to secure a college education.
- To offer opportunity for youth to play and learn tennis in a tennis desert.
- To support education in the Anson County School System.
- To provide a variety of services and programs that aid in increasing test scores for children.
- Teaching and improving skills while instilling discipline on and off the court.
 - **Project Size:** One newly refurbished court
 - **Location:** Morven, North Carolina (located in Anson County, North Carolina)
 - **Community Size:** 466 residents in 2019.
 - **Lead Advocate Organization:** HOLLA! Community Resource and Community Development Center, a non-profit organization

- **Length of Project:** 13 years
- **Budget:** Annual Tennis Program: \$10,000
- **Funding Source(s):** Private, Corporate, Municipal, Institutional, Individuals, USTA Diversity Grant
- **Partnership(s):** One Love Tennis, Livingstone College Women Tennis, Wingate University Tennis Team, American Tennis Association (ATA), The Future Scape Foundation, William Brown Tennis Academy

History

HOLLA! was founded in 2005 to support education in the Anson County School System. Inspired by the words of Frederick Douglass, "It is easier to build strong children than to repair broken men," the organization strives without ceasing to level the playing field for the underprivileged and disenfranchised.

Realizing that mentoring and tutoring were not quite enough, the founders of the organization purchased a former hardware store in the rural town of Morven, North Carolina to better serve the community. Thanks to a grant from The Golden Leaf Foundation, they were able to convert the rugged 1920s structure into a modernized resource center, complete with a commercial kitchen, cafe, media center, activity rooms and office spaces. On the outside, the building has the tennis court, the home of The HOLLA! Eagles Tennis Team.

Once HOLLA! built a tennis court at the HOLLA! Center in Morven, the organization began recruiting young people to play on the team. In just three years, the organization has built a team that has become a member of the United States Tennis Association.

Through partnerships with the local school system, other non-profits, programs and resources, HOLLA! continuously strives to build strong children and to develop their opportunity to learn Tennis as a means to college scholarships, physical fitness and competitive opportunities via tournaments.

Alex Gaddy, Activities Director for HOLLA!, was able to consult with people for resources to help build the tennis program. Part of this was the recruitment of the late coach, Alan Blackwell, a local well-known tennis professional. HOLLA! also forged partnerships with the USTA. Gatewood once said of the tennis program, "It has validated the need for the sport in our local schools; we need to give our students an opportunity to play tennis."

Tennis coach Gwen Jackson said the success of HOLLA!'s program was measurable. "The HOLLA! Eagles Tennis Team had the opportunity to attend the American Tennis Association's National Tournament and to come to New York for the US Open Tennis Tournament. At the US Open, they were able to go on center court for the Net Generation promotion for youth tennis. They also witnessed the unveiling of the Althea Gibson statue and participated in tennis demonstrations. It was through a partnership with the One Love Tennis Foundation in Wilmington, North Carolina that the HOLLA! tennis team also instituted an annual trip to Charleston, South Carolina for the Family Circle Cup Tennis Tournament.

Those working in the program are aware that they are not only developing tennis players, but exposing children and teens to people and places that have a high likelihood of making positive impressions on them for the rest of their lives."

"The young people work so hard with very little resources, and in the tennis world they are over-achievers based on that alone," Alex Gaddy said.

Funding

The community has been a staunch supporter of the program from day one. Travel and participation have been totally funded by donations from the private sector and generous individuals.

HOLLA! and One Love Tennis in Wilmington partnered to help three local youth attend the US Open Tennis Tournament in Flushing, New York.

Tips from the Pros

Networking is essential: Alex Gaddy has forged relationships with One Love, the ATA and the USTA.

Lesson

Sometimes, the best lesson is a success story. Drenre Taylor, a HOLLA! Eagles tennis player, accepted a \$10,000 scholarship to play tennis at Livingstone College in Salisbury in 2019.

“Anson County Schools have no tennis program,” said HOLLA! Center Director Leon Gatewood, “so Taylor’s skills have developed to college level through the HOLLA! Let’s MOVE Project, which included free tennis lessons for interested Anson County students.”

At the time of receiving the scholarship, Taylor had been playing tennis at the HOLLA! Center for six years.

CASE STUDY: PENINSULA TENNIS CLUB – TENNIS VS. PICKLEBALL | Submitted by Geoff Griffin

Introduction

Pickleball advocates are pushing hard to find places to play in San Diego, since the high price of land makes it nearly impossible to build new courts. Currently, there is no club just for pickleball. Knowing that they are very unlikely to get a new facility built, pickleball players are aggressively going after existing public tennis clubs. They believed Peninsula Tennis Club was their best option. The San Diego District Tennis Association had a different opinion and did not want to see their facility taken from them to be used by another sport.

Goal

To conserve the city's remaining tennis courts

- Project Size: Peninsula Tennis Club has 500 members and is open to the public
- Location: San Diego, California
- Community Size: 1.3 million people
- Lead Advocate Organization: San Diego District Tennis Association
- Length of Project: Unlimited
- Budget: Zero-sum
- Funding Source(s): N/A

History

Several years ago, an article was published in the San Diego Union Tribune, discussing the fact that pickleball lacked courts in the area. The article had some truths (and some non-truths) that were disturbing to tennis advocates.

“There can be no argument that pickleball is growing and that the sport needs more courts built to support its growing player population,” admits Geoff Griffin of the Greater San Diego Tennis Council. “The frustrating part, however, was that the leaders of the pickleball contingent were stating that tennis was not as popular, and that tennis courts were vacant and if taken away, would not be missed. Peninsula Tennis Club was specifically mentioned in the article.”

The inaccuracies ran further. “The article stated that the club had only 200 members, which was incorrect; it has 500. It was also stated that the courts were not being used and that the place was run-down, neither of which were true. In fact, about five years ago, the members of Peninsula (assisted by the San Diego Tennis Council) raised funds to have all 12 courts resurfaced.

Recently, the San Diego District Tennis Association (the local arm of USTA) notified tennis advocates through an e-mail that there was going to be a meeting of the local parks and recreation department that handles the area in which Peninsula is located. On the agenda was an item put forward by pickleball enthusiasts, proposing the conversion of the tennis club to a pickleball facility.”

It was clear, however, that nobody had counted on the tennis contingent showing up to defend its courts.

“That meeting was held about four weeks ago and there were 100 pickleball advocates and 150 tennis advocates present,” says Griffin. “Both sides were given a chance to state their case. It was obvious that the people who play tennis at Peninsula Tennis Club were going to put up a real fight to save their facilities.”

Results

“Though there has not been any public notice of the decision, sources inside the city government have said there will be no changes to the Peninsula Tennis Club at this time.”

Tips from the Pros

It is essential to stay on top of the playing scene, and to know about proposed changes to facilities. If the local arm of the USTA had not been on the ball, there may not have been as many tennis people at that meeting.

“Get key people at the top to know what is going on in your city. Tennis players need to know it is up to them to hang on to their existing facilities; this necessitates keeping their eyes and ears open to developments that might take away any courts.”

Lesson

Sitting back and assuming that someone else will advocate for you is not enough. Tennis needs more squeaky wheels like pickleball has.