




**Welcome to the 2022 FRPA Conference!**  
**August 29 – September 1, 2022 | Orlando, FL**



# Opportunities and Challenges in Running Public Tennis Centers





# USTA FLORIDA

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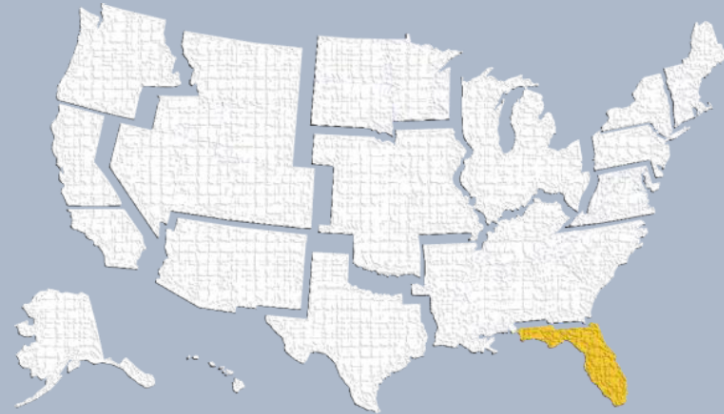
# LEARNING OBJECTIVES

- 1. Discuss opportunities/growth in tennis**
- 2. Review challenges in public tennis**
- 3. Provide solutions to help YOU!**

# OPPORTUNITIES & GROWTH

## 1 in every 12

people (age 6+) in the Florida Section played tennis in 2021, up slightly from the proportion in 2020 (1 in 13). By comparison, approximately 1 in every 14 Americans played tennis in 2021.



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# Numbers to Know

## Total U.S. Tennis Players in 2021

# 22.54M

Number of Americans, ages 6 and older, who played tennis at least once in 2021, representing 7.4% of the population

# +4%

vs. 2020

+ 27% vs. 2019

## Core Tennis Players in 2021

# 12.1M

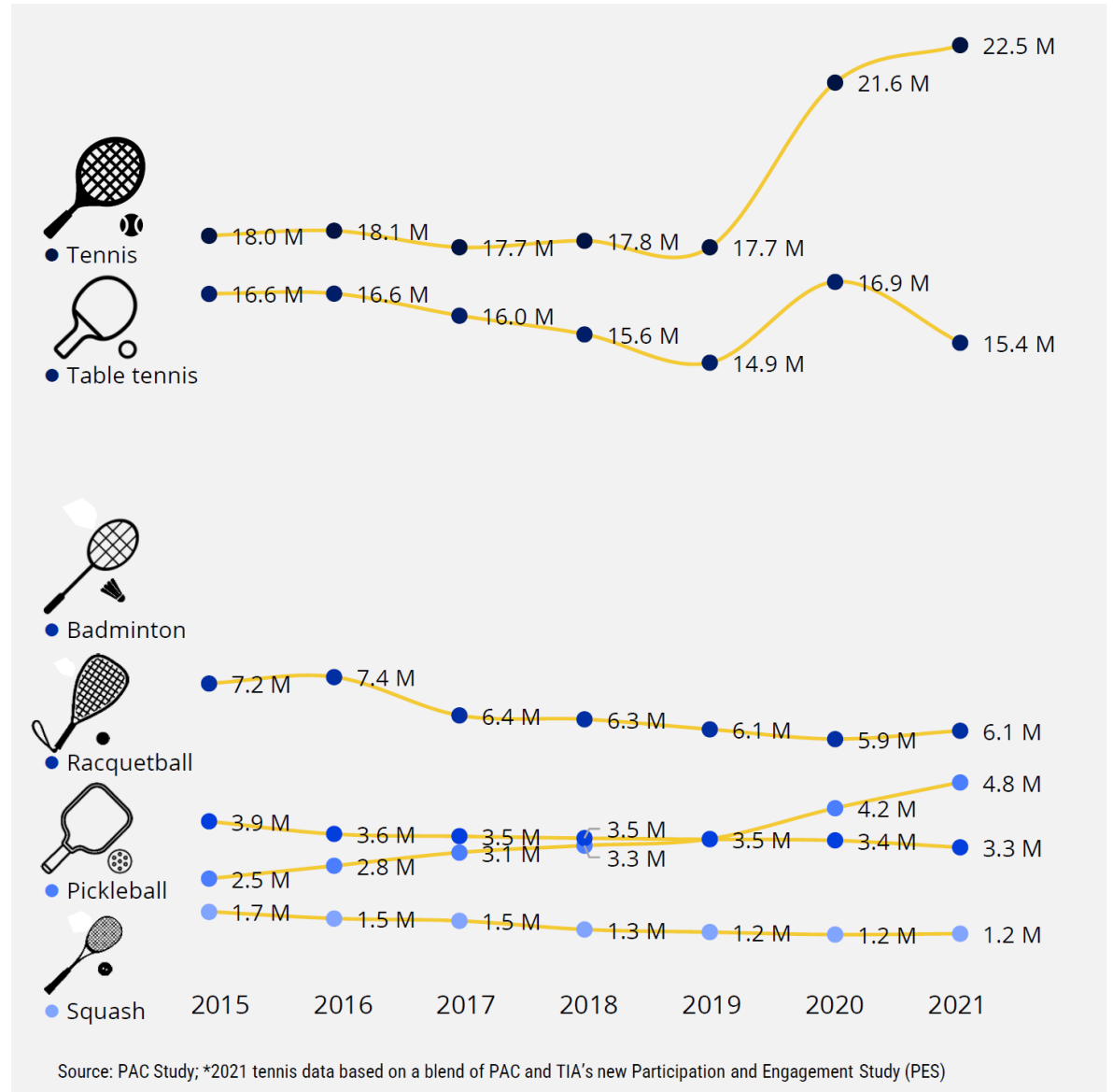
Those who played tennis 10 or more times in the past year; Core players typically account for 90% of all play occasions

# NO CHANGE

vs. 2020

+ 31% vs. 2019

# TENNIS IS (still) KING OF RACQUET SPORTS








# FLORIDA SHINES IN TENNIS PARTICIPATION GROWTH!

2022

## Trends in Participation Rates

The percentage of people age 6+ in the Florida Section who played tennis at least once in the past 12 months increased markedly from where it stood in 2020 and remains significantly ahead of the Section's pre-pandemic levels. Meanwhile, the overall tennis participation rate in the U.S. increased slightly year-over-year, from 7.1% in 2020 to 7.4% in 2021.

		5YR	2021	2020	2019	2018	2017	USTA Section
	+2.1%	+3.0%	10.1%	8.0%	7.1%	7.1%	7.1%	Eastern
	+0.6%	+2.0%	8.1%	7.5%	6.1%	6.1%	6.1%	Florida
	+0.3%	+1.8%	7.3%	7.0%	5.5%	5.8%	5.5%	Intermountain
	-0.3%	+0.7%	8.3%	8.6%	7.4%	7.6%	7.6%	Mid-Atlantic
	+1.2%	+2.4%	6.9%	5.7%	4.4%	4.5%	4.5%	Middle States



# CHALLENGES

## Competing Interests

- Pickleball
- Other Activities



# CHALLENGES

## Meeting Consumer Needs

- Staffing
- Program Selection/Delivery



# CHALLENGES

## Cost management

- Court Improvements
- Equipment
- People



# SOLUTIONS

## Programs/Play

- Youth
- Adult Beginners
- Adaptive & Community Play
- Wheelchair

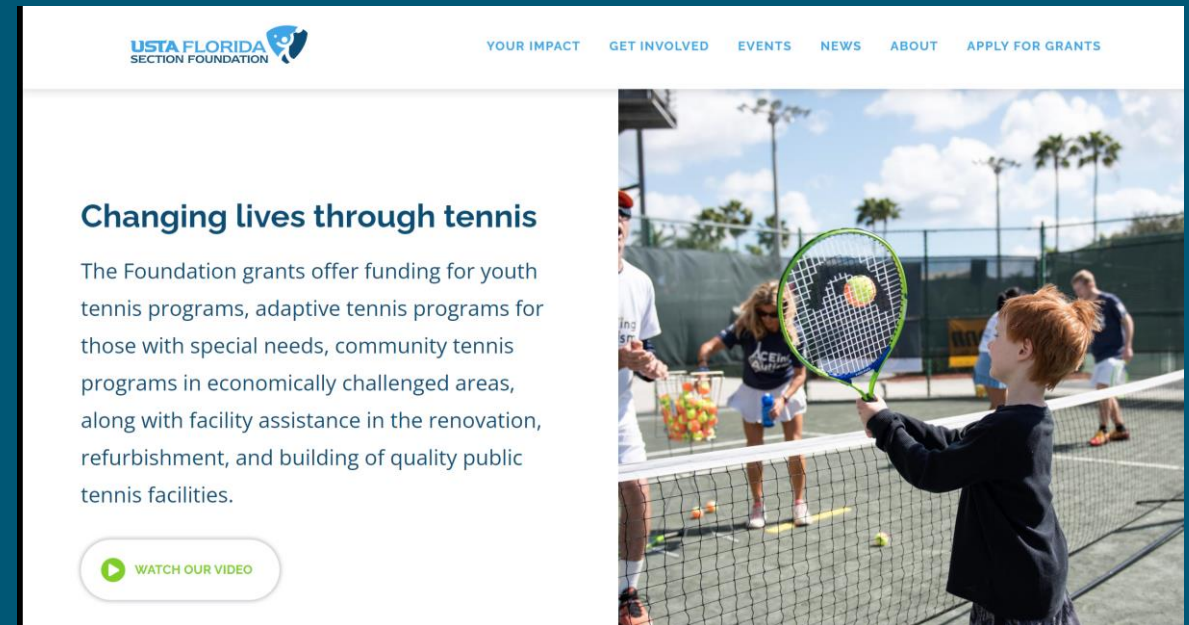




# SOLUTIONS

## Grants/Funding

- Equipment
- Program support
- Facility improvements



# SOLUTIONS

## Training & Professional Services

- Community Coach Program
- FREE Assessment Services
- Professional Management Services/Support (RFPs. Contracts. Etc.)

### ABOUT THE PROGRAM

The USTA Florida Community Coach program is open to high school students, community residents, tennis players and others who have a passion for coaching community tennis.

The program includes one or two days of training and 10 weeks of paid on-court program mentorship/experience at the facility. The hours spent training and on court will count toward USPTA and PTR education credits.

[CHECK OUT THE TRAINING SCHEDULE](#)





# Thank You!

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