Funding and Support

2011 Grant Opportunities

Staff contact: Becky Cantellano, Cantellano@northern.usta.com, 952-358-3291

USTA Northern realizes the need for funding and support of community-based organizations and tennis programming. To assist with your search for support, we put together this comprehensive list of grant opportunities available through the USTA Family. Application materials are available at www.northern.usta.com.

- **Community Tennis Grant:** For starting or expanding community-based tennis programs and activities. Funding amounts range from $250 - $3,000, depending on size of the organization and scope of the project. Grant review typically takes about one month and awards will be given until funds are depleted. Additional funding cycles may be added. Deadlines are Dec. 31, 2010; Feb. 28, 2011; April 15, 2011 and Aug. 15, 2011. Contact Becky at Cantellano@northern.usta.com for more information.

- **USTA Public Facility Funding:** Available by invitation only with no specific deadline. Interested organizations must complete a Public Facility Assistance Form for consideration. In addition to funding, USTA provides a variety of resources to facilities looking to renovate existing facilities or build new ones including advocacy assistance, concept drawings, construction & maintenance manual, programming assistance for maximum court utilization and more. To access the assistance form and learn more, visit www.usta.com/facilities or contact Becky at Cantellano@northern.usta.com. Funding categories:
  - **Category I:** For basic facility improvements, including fixed court amenities (i.e. backboards, fencing, lighting). Maximum grant award is $4,000 and must be matched dollar for dollar by local community.
  - **Category II:** Resurfacing of existing courts. Grant award is up to 20% of total project cost ($35,000 maximum).
  - **Category III:** New construction or existing facility reconstruction and expansion. Grant award is up to 20% of total project cost ($50,000 maximum).

- **USTA Northern Adopt-a-Court Grant:** This grant supports tennis court renovation and construction at parks, schools and college campuses throughout the section. Priority consideration is given to organizations that wish to incorporate permanent QuickStart Tennis courts into the facility. Application deadline is March 18 for 2011 projects. Contact Becky at Cantellano@northern.usta.com for more information. Three grant categories are available:
  - **Category I:** For basic facility improvements and fixed court amenities (e.g. windscreens, backboards, fencing, lighting). Maximum grant award is $2,500 and must be matched dollar-for-dollar by local community.
  - **Category II:** For reconstruction/renovation of facilities with less than 4 courts. Maximum grant award is $5,000 or 10% of project cost (whichever is less).
  - **Category III:** For new construction and reconstruction of facilities with 4 courts or more. Maximum grant award is $10,000 or 10% of project cost (whichever is less).

- **10 and Under Tennis (QuickStart) Line & Conversion Grant:** Matching funds (up to 75% of cost) are available through USTA and USTA Northern for creating permanent courts/lines for 10 & Under Tennis. Currently, the cost to line QuickStart courts averages $200-$400 per 78' court. The cost for converting an existing 78' court to four permanent 36' courts averages $8,000 - $10,000. A facility must be willing to line a minimum of two 78' courts or convert one 78' court to four permanent 36' courts to meet grant eligibility. Funding available on a rolling basis until depleted.
  - **USTA** will match 50% of the facility's investment, capped at $4000.
  - **USTA Northern** will match up to 25% of the facility's investment, capped at $2,500. Contact Becky at Cantellano@northern.usta.com for more information.

- **USTA Northern QuickStart Equipment Match Grants:** USTA Northern offers a buy-one-get-one-free program on QuickStart Tennis equipment for CTA磺, Parks and NJTL programs. Maximum grant allowed is $300/$300 split.
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between USTA Northern and the organization. Organization coaches must attend a Recreational Coach or QuickStart Tennis Workshop. Funding available on a rolling basis until depleted. Contact Becky at Cantellano@northern.usta.com for more information.

- **USTA Northern School Tennis Equipment Match Program:** Participating schools are eligible for buy-one-get-one-free discounts on school tennis equipment (racquets, balls, mini-nets). Training and curriculum materials are also available for PE teachers and after-school program organizers. Contact Tony at Stingley@northern.usta.com for more information.

- **Workshop Scholarships:** Interested in becoming a better coach, a more effective board member or a better facility manager? Consider attending one of the USTA training workshops and conferences available to you (see Training Opportunities section of guide). Both national and section scholarships are available for many events. Contact Becky at Cantellano@northern.usta.com for more information.

- **Event Donations:** USTA Northern recognizes the importance of community involvement and tries to participate in the many charitable events organized by our tennis family each year. Community organizations may request in-kind support by completing a Donation Request Form. We will do our best to support your event with a reasonable donation provided it meets our giving guidelines. Requests must be received at least six weeks prior to the event date. Contact Becky at Cantellano@northern.usta.com for more information.

- **USTA Junior Team Tennis 10 & Under Tennis Support:** Up to $250 for official Jr. Team Tennis programs that run a 10U division, plus coaches curriculum, parent guides, QuickStart Tennis posters, and a 10 & Under Tennis event kit. No specific deadline. Teams must use TennisLink registration system. For more information, contact Christine at nickels@northern.usta.com.

- **Growing Tennis 50/50 Co-op Funding:** Receive up to $2,500 in matching advertising/promotional dollars from the Tennis Industry Association and USTA to attract new Adult & Junior players to your facility. Facility must be a registered Tennis Welcome Center. Deadline is March 1. Visit www.growingtennis.com/initiatives for more info.

- **USTA Serves Grant:** USTA Serves, the National Charitable Foundation of the USTA, awards grants to programs that support at-risk youth and people with disabilities through tennis and education programs designed to improve health, build character and strive for academic excellence. All programs requesting USTA Serves support must offer the components of tennis and education. Grant application deadlines are March 15 and October 15. Visit www.usta.com/foundation for more info.

- **Multicultural Excellence Program Grant:** Provides funding to competitive junior development programs that are training youngsters aspiring to achieve national and/or international rankings. Funding is based on number of players with section and national rankings in a specific program. Must be a year-round program that provides a high level of on-court instruction and off-court training opportunities. Must have a history of developing tournament level players. Deadline is December 31, 2010, to USTA Northern. Contact Tony at Stingley@northern.usta.com for more information.

- **PTR Certification Scholarship:** USTA Northern and PTR are partnering to offer a limited number of scholarships to pros wishing to complete the new Junior Development Certification Course. Prior attendance at a QuickStart Tennis Workshop or Recreational Coach Workshop is a prerequisite. Application deadline is March 11. Contact Tony at stingley@northern.usta.com for more information or visit www.ptrtennis.org to learn more about certification with the PTR.
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2011 Youth Scholarship Opportunities

**Staff contact:** Tony Stingley, stingley@northern.usta.com, 952-358-3289

Application materials are available at www.northern.usta.com.

- **Northern Tennis Foundation Junior Tennis Scholarships:** Available to youth age 10–17 that reside within the USTA Northern Section and have a financial hardship that prevents them from pursuing tennis related interests. Scholarship awards range from $250 - $1,000 and can be used for: tennis program fees, tournament expenses, equipment, court fees, or coaching services. Applications are accepted on a rolling basis until funds are depleted.

- **USTA Northern Tennis Camp Scholarship:** Awarded to a male or female player age 14 or younger that demonstrates both a financial need and commitment to tennis. Player must receive an endorsement from his/her tennis coach in order to be eligible. Recipient receives a scholarship to attend a camp located within USTA Northern. Deadline is May 10, 2011.

- **USTA Multicultural Individual Player Grant for National Competition and Training:** This grant is for competitive junior tennis players who have a top 100 national ranking and are aspiring to achieve a national and/or international ranking. The player must be training and competing in tournaments year-round and have a history of strong national tournament results. Grants are for one year and range between $1,000 and $10,000. Applications due December 31, 2010 to USTA Northern.

- **Althea Gibson Leadership Grant:** This grant is for competitive junior tennis players of ethnically diverse background who have a top-100 national ranking and are aspiring to achieve a national and/or international ranking. The player must be training and competing in tournaments year-round and have a history of strong national tournament results. Total grants in the amount of $5,000 will be awarded nationwide. Applications due December 31, 2010 to USTA Office of Diversity.

- **Pancho Gonzalez Scholar-Athlete Grant:** Rewards players who work to excel in leading others on and off the court. The grant is meant to widen the net of opportunities to young players of Hispanic/Latino heritage who aspire to excellence in competitive tennis. Applicants must be of Hispanic/Latino origin, currently enrolled in high school or home school with curriculum equivalent to high school, USTA top 200 ranking or ITF, ATP or WTA ranking, 3.0 GPA, 2 letters of recommendation, 2011 tentative training schedule, recent photograph, 750 words or less typed essay. Two grants in the amount of $2,500 each will be awarded by the USTA Office of Diversity. Applications are due December 31, 2010 to USTA National.

- **Okechi Womeodu Scholar Athlete Grant:** Rewards players of ethnically diverse background who work to excel as much in the classroom as in sports. Must be training and competing in tournaments year-round, have a history of strong national tournament results and a minimum GPA of 3.0. Two grants awarded nationwide for $5,000 each. Applications due to USTA Office of Diversity by December 31, 2010.

- **USTA Serves College Scholarship Program:** A variety of college scholarships are available to high school seniors that demonstrate academic excellence, participate in tennis programming, and demonstrate a financial need. Application materials are available online at the USTA Serves page at www.usta.com. Scholarship amounts range from $500 - $10,000. Applications are due to USTA Northern by February 4, 2011 and will be available November 2010.

- **USTA Serves Player Incentive Award:** This award is a one-time, nonrenewable grant of $500 that can be used for tournament entry fees, indoor/winter lessons, summer tennis programs, and/or fees for participation in USTA and other tennis organization programs. Awards are given to students that have the potential to play high school varsity tennis or that are currently on a varsity team. Multiple grants available across the nation. Applications are due to USTA Northern by February 4, 2011. Visit USTA Serves page at www.usta.com for more information.
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**NJTL Tennis and Leadership Camp Scholarship (source: USTA):** Provides an educational tennis experience for NJTL participants who otherwise could not afford such an opportunity. The weeklong session emphasizes character and leadership development, good sportsmanship, physical fitness, proper nutrition, and other healthy attitudes. Must be a current NJTL participant; 12-14 years of age; within the JNTRP's skill rating level of 3.0-4.5. Application will be available February 2011 and are due to USTA Northern by May 2011 for participation in the NJTL summer camp.

**Public Facility Assistance**

*Staff contact: Becky Cantellano, Cantellano@northern.usta.com, 952-358-3291*

The goal of this program is to provide communities with safe, appealing, and functional tennis facilities. To initiate services, please complete and submit the online *Facility Assistance Form* to USTA to notify us of your project timeline and needs. This form is available at [www.usta.com/facilities](http://www.usta.com/facilities). A successfully submitted form will generate an automatic e-mail notification of submission. Next, you will be contacted by a USTA representative for a follow-up phone conference. This interview process helps USTA clarify and explore community needs.

**Resources:**

- **Public Facility Assistance homepage** (at [www.usta.com/facilities](http://www.usta.com/facilities)) – overview of program, services, photo galleries, generic concept drawings, FAQs and more.

- **USTA Northern** – Set up a consultation to get your specific needs addressed. Contact Becky Cantellano at Cantellano@northern.usta.com or 952-358-3291. We want to serve as your partner in ensuring that there is access to quality public courts in your community. We also offer partial funding through our Adopt-A-Court and QuickStart Line grants.

- **USTA Facilities Team** – a resource for court improvement/development questions. Email them directly at facilities@usta.com.

- **American Sports Builders Association (ASBA)** - formerly the United States Tennis Court & Track Builders Association. This is a centralized source on tennis court, track and indoor sports facilities for builders, manufacturers, professionals and consumers. The ASBA also maintains a list of certified tennis court builders that can be accessed online. [www.sportsbuilders.org](http://www.sportsbuilders.org)

- **Tennis Courts - A Construction and Maintenance Manual** - 210 page manual, prepared by the USTA and the ASBA. Chapters include: Getting Started, Planning & Design Consideration, Construction Process, Choosing a Surface, Accessories & Amenities, Indoor Tennis, Care & Maintenance, Repair, Reconstruction & Renovation, and Sources of Information. Available through the USTA Bookstore: 1.888.832.8291 or at website [www.sportsbuilders.org](http://www.sportsbuilders.org) (approximate cost = $40.00). USTA Northern also has a limited supply that are available on request by organizational members.

- **The Big Serve** – The USTA's advocacy initiative, aimed at connecting the passion of USTA members and the larger tennis community with the public policy needs of the communities in which they live. Visit [http://thebigserve.usta.com](http://thebigserve.usta.com) to learn more and find valuable resources such as; sample tennis court plans, case studies, advocacy handbook, action center, grant sources, and more.


- **Building, Enhancing and Maintaining your Tennis Court Facility Manual** - This manual was compiled by the USTA Intermountain Section in 2002 and is updated every two years. It includes suggested steps for moving forward with your project, case studies on new tennis court facilities, improvement projects, along with maintenance projects. One of the most helpful parts of each case study is question #8: “If you had it to do over again, what would you do differently?” Click here or contact USTA/ITA at intermountain@ita.usta.com to obtain a copy of the guide.

- **Tennis Industry Association (TIA)** - A solid source for industry-wide information and research, including information on tennis court related products and manufacturers. [www.TennisIndustry.org](http://www.TennisIndustry.org)
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**10 and Under Tennis Courts**
The QuickStart Tennis play format is about fitting tennis to kids based on age and physical size. If your community services kids under age ten, consider incorporating blended lines or permanent QuickStart Tennis courts into your tennis facility master plan. The USTA has funding available in 2011 to support this effort.

**Three things to remember when painting blended QuickStart Lines on existing courts:**
1) The QuickStart lines can NOT be white. They should be in the same color family as the court itself. (i.e. blue on blue court)
2) The QuickStart lines must stop 3" before the white lines. They may not run up to, or over the white lines.
3) The QuickStart lines are to be 1-1/2 inches in width.

For generic concept drawings and photo galleries of existing facilities with blended lines or permanent 36" courts, visit [www.usta.com/facilities](http://www.usta.com/facilities).

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**Advocacy**

**Staff contact:** Becky Cantellano (cantellano@northern.usta.com)

The Big Serve is the USTA's advocacy initiative. The effort is aimed at connecting the passion of USTA members and the larger tennis community with the public policy needs of the communities in which they live. We know that tennis is a sport that can change lives and improve communities, and the USTA has tools to help make that happen across the country. Resources include:

- **The Big Serve Website** ([http://thebigserve.usta.com](http://thebigserve.usta.com)) - includes resources such as the USTA's Advocacy Handbook, benefits of tennis, sample materials, case studies, an action center, and more.
- **Advocacy Consultants** - these individuals can help you conceive your plan and develop action steps for implementation.
- **Mentoring Network** - learn from those that have proven success.
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Whether your goal is to build a new tennis facility, save a collegiate tennis program or see tennis offered as a high school sport, our hope is that these tools will help your local campaign achieve success. For more information, please contact us.

Good News in Tennis - USTA Northern Stats:

- The average number of unique visitors to northern.usta.com each month was 6,118, up almost 1,000 visitors per month from 2009.
- There are 121 registered 10 and Under Tennis facilities, up 44% over 2009.
- 248 total teams participated in USTA Northern Jr. Team Tennis leagues, up 21% over 2009.
- USTA Northern membership remains strong with 12,477 current members, up slightly from year end 2009.
- There were over 100 sanctioned junior tournaments in 2010 and the number of players registered for these events was up 5% over 2009.
- Overall USTA League participation in Adult, Senior, Mixed Doubles, Combo and Tri-Level increased in the Northern Section by 5.3% in 2010. Participation in the Twin Cities Leagues in the same divisions increased by 7.8%.
- A total of 589 coaches and teachers completed training through Recreational Coach Workshops, QuickStart Tennis Workshops, and School In-Services in 2010.

Visiting Pro Program

Staff contact: Tony Stingley (stingley@northern.usta.com)

USTA Northern offers communities the chance to connect with a visiting pro for special events and programming. All USTA Northern Visiting Pros are trained professionals with certification by the USPTA or PTR. Community organizations have the option of hiring a visiting pro for a fee or can apply for a complimentary pro by submitting a Donation Request Form (available online at www.northern.usta.com) at least six weeks prior to the event date. Below are some sample events that a visiting pro might be secured for:

- Tennis Block Party - free or low-cost events aimed at attracting new and lapsed players to the courts, used to market follow-up tennis programs
- Tennis Clinic - for a specific audience on a specific topic (i.e. Adult Doubles Clinic), a participant fee is typically charged by the host organization
- Facility Grand Opening - tennis clinic/activities organized at a new or renovated court site in celebration of successful fundraising efforts

Host Community Responsibilities

- Promote your event and collect registrations.
- Secure event location and any necessary supplies (tennis balls, nets, racquets, music, etc.)
- Communicate with visiting pro in advance of the event. Discuss expectations and confirm event details (location, numbers, directions to site, pro arrival time, etc.).
- Recruit event support staff. A minimum of one event volunteer/staff person is needed per 10 participants. Tennis instructors in charge of follow up programming must be in attendance.
- Seek local sponsors and donations to enhance your event.

Visiting Pro Responsibilities

- Communicate with host community in advance of the event. Discuss expectations and confirm event details (location, numbers, directions to site, pro arrival time, etc.).
- Develop an activity plan for the event. Work with host community contact to ensure that appropriate event support staff will be available to assist with on-court activities.
- Direct all on-court games, drills, and activities. Identify event support staff that are comfortable on-court and utilize them as assistant pros, ensuring that participants are fully engaged in activity.
All pros are USPTA or PTR certified, have completed a background check, and are excited to help you pull off a successful event. Your community will be considered for a complimentary visit from a pro if your request meets the following criteria:

1. Your organization does not have a certified tennis teaching professional on staff.
2. Your organization is a current USTA member in good standing.
3. Your organization is a registered CTA, NJTL, or Tennis in the Parks community.

Priority will be given to communities that have not previously had a pro/USTA Northern clinician visit.

**Marketing Information**

Staff contact: Lisa Mushett, mushett@northern.usta.com, 952-358-3282

**USTA Community Tennis Ad Customization System**

The USTA has developed an ad customization system where you can design marketing materials for use in YOUR community. This system has been enhanced and offers additional features including customizing the materials yourself by using form fields to format your pieces, as well as printing your job and mailing it to you for a fee. To use the system, please visit www.usta.com/marketingresources. For questions about the new system, please contact Lisa Mushett at Mushett@northern.usta.com or at (952) 358-3282.

**Tennis Month and Tennis Block Parties**

The USTA has decided to phase out Tennis Month and Tennis Block Parties in May in favor of other ways to promote tennis throughout the year. The first such event is Tennis Night in America on February 28, 2011 (see below). The USTA is also looking for organizations and facilities to play host to a Youth Registration Night event during the month of March.

**Youth Registration Night & Tennis Night in America**

USTA National, in conjunction with Madison Square Garden, will be hosting Tennis Night in America on February 28, 2011, across the United States. Included in the night’s events are exhibition matches between Andre Agassi and Pete Sampras, as well as John McEnroe and Ivan Lendl. The court used that evening will also feature 60-foot blended lines!

Tennis Night in America will be the kickoff for Youth Registration Night. Organizations and facilities can host a Youth Registration Night any time during the month of March to help jumpstart spring and summer programming in your community. To register, visit www.tennisnight.com.

**Other Free Marketing Materials Available Include …**

- Jr. Team Tennis materials in English and Spanish for players and providers
- 10 and Under Tennis materials in English and Spanish for parents and providers
- Schools Tennis information
- No-Cut Tennis
- Tennis in the Parks materials by visiting www.nrpa.org/usta
- Community Tennis Association guide
- USTA Universal Marketing piece
- Advocacy Handbook
- Diversity Handbook
- Training Opportunities
- Growing Tennis Through Outreach and Inclusion
- Much, much more

**Free Web Site Hosting Available For CTAs**

All registered Community Tennis Associations can receive free assistance with their website development. If you are interested in developing a website for your CTA, please fill out a website registration form at http://www.usta.com/freectawebsite/. A USTA staff member will contact you within five (5) business days of receiving your application to start the process. This entire process takes 30-45 business days.