

**USTA**®

**find yourself in the game**

**FLORIDA**

# WHO WE ARE

USTA Florida is a not-for-profit association established in 1949 as one of seventeen (17) sections of the United States Tennis Association.

**Our Mission: Promote and Develop Tennis in Florida**

**Our Members: 40,000**

**Our Staff: 42**

**Our Volunteers: 500+**

*The Tennis Management Division was formed November 2017. We provide full-service Tennis Management and Operations to contracted public facilities throughout Florida.*



# BENEFITS

*We offer a true partnership with the municipality.*



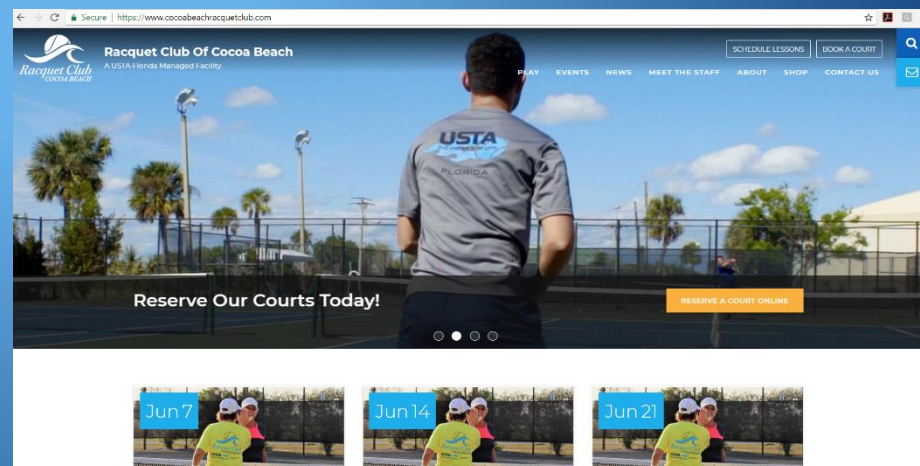
- **Full Support**  
*Management, Marketing, HR, Accounting*
- **Technical Support**  
*Tennis Director Software – 24/7 access (online and mobile), complete transparency, IT Support*  
*Online reservations/registration, POS*
- **Staff/Volunteers in the community and at the facility**
- **HIGH Standards of Excellence**  
*Staff*  
*Programming*  
*Customer Service*  
*Facility & Maintenance*

# MARKETING STRATEGY

*We offer area & facility specific marketing.*

- **Gainesville area tennis website** combining all 6 physical sites will be available to consumers.
- **Site Specific Programming and Information** available within the overall website and marketing plan.
- **Print and Digital** flyers for distribution and web site viewing promoting all events and programming.
- **Both online and on-site (site dependent)** court and programming registration will be utilized for consumer convenience.

## @cocoabeachracquetclub on social media



# OUR STAFF

*We provide a professional management team.*

- **Director of Tennis Management** has more than 30 years experience.
- **Head Tennis Professionals** are United States Professional Tennis Association (USPTA) certified.
- **Program Staff** adhere to USTA program guidelines, using proper equipment and curriculum for all ages and skill levels.
- **All USTA FL Staff** are Safe Play trained and background-screened.
- **Tennis Staff** provide highest level of customer service.



# OUR PROGRAMS

*Our programs are tailored to community needs.*

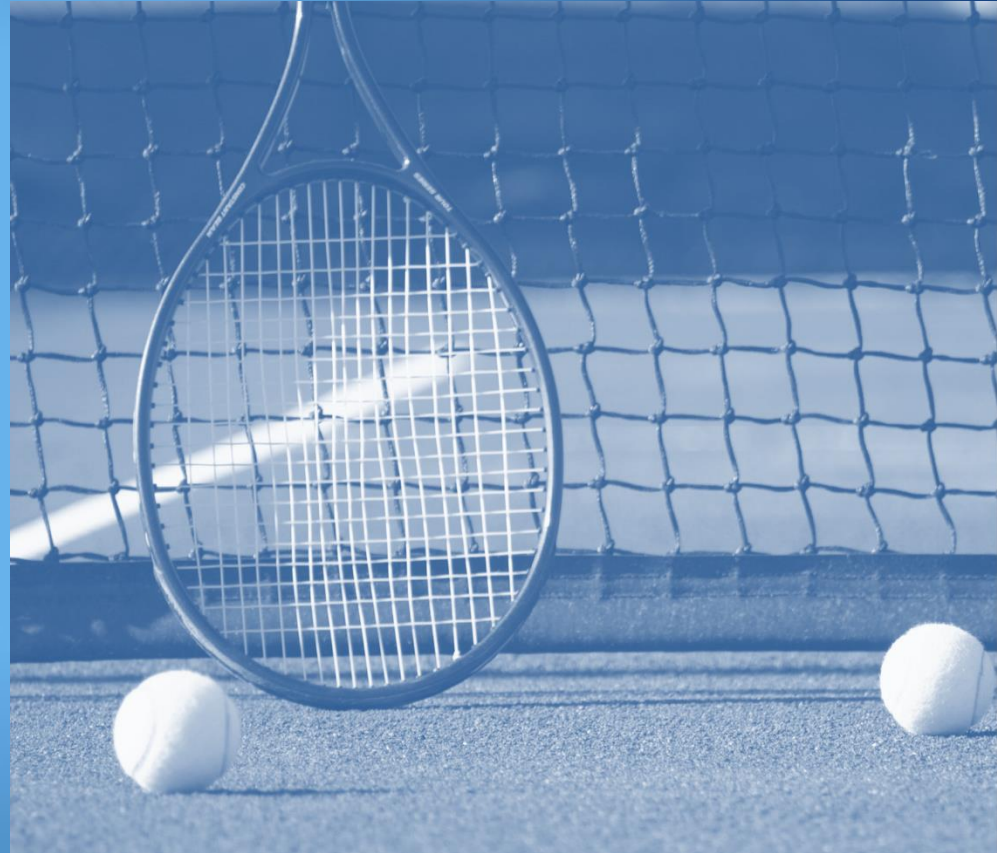
- Lessons/Clinics for all levels and ages.
- Junior, Senior and Adaptive classes.
- Variety of play options:

Leagues, Drop In  
Singles, Doubles, MXD, Co-ed  
Tournaments  
Social Play & Round Robins  
Community Tennis Events



# PRICING

- **Court Fees/Annual Pass**  
*Comparable to other public facilities with discounts for city residents.*
- **Lessons/Clinics**  
*High value to cost ratio.*
- **Events**  
*Free and low-cost community events.*  
*Full Tennis Event Calendar*  
*Grand Re-Opening*  
*Xglosive*  
*Light up the Night Round Robins*



# SUPER EXPERIENCES





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