

## Northwest LA Community Tennis Association STRATEGIC PLAN (RevJan2025)

**Mission Statement:** To make a positive impact and promote a healthy lifetime sport to all demographics, creating an inclusive and equally accessible atmosphere to Northwest Louisiana by providing support and resources in the development of tennis programs, events, leagues, and facilities. Our mission also extends to include assistance programs to junior tennis players and tennis scholarships for college as well as to assist with the indigent needs for tennis players within our local community for charitable purposes. The NWLACTA will cooperate with the USTA and other associations and programs in the pursuit of these goals.

<b>GOALS FOR NWLACTA (LISTED BELOW)</b>	<b>RESOURCES NEEDED</b>	<b>WHO WILL IMPLEMENT &amp; PROMOTE</b>	<b>TIMELINE</b>	<b>OUTCOME</b>
<p>1. To increase USTA adult league participation and membership by 2-5% annually</p>	<p>Reach out to all previous players and captains at beginning of each season, start new Day Leagues, have captains' meetings and special meetings for incoming new players and captains</p> <p>Promote leagues via website, flyers, e-newsletters, social media, text, and personally</p> <p>Offer Player appreciation incentives, spotlight players on social media, and offer gift cards to local pro shops throughout the year. Captains Gifts, 1x Captains extra incentives, Captains of multiple teams' gifts and incentives</p>	<p>Local League Coordinators</p> <p>CTA Board, Staff, and Adult/State Committees</p> <p>Local Facilities</p> <p>NWLACTA Tennis Ambassadors</p> <p>Current captains and tennis players</p> <p>CTA Staff</p>	<p>Calendar Year</p> <p>At the end of each league season and during the 4<sup>th</sup> quarter for entire year review and compare to the previous year(s) participation numbers to prepare and implement for the following year:</p> <p>Growth of current year Accomplishments Obstacles Ways to continue growth New Ideas</p>	<p>NWLACTA receives support and a head tax from Louisiana Tennis Association (LTA) and CGPG Funds from Southern Tennis Association (STA) for league participation and growth:</p> <p>Ongoing growth will allow the NWLACTA to continue to offer more support to local facilities, adult leagues and programs, incentives, and maintain and grow coordinator staff.</p>
<p>2. To increase junior tennis participation and programs by 2-5% annually</p>	<p>Reach out to local facilities with JD programs, previous JTT parents, MSL parents, PE teachers, and sponsors</p> <p>Promote programs and JTT leagues via website, flyers, emails to PE teachers, e-newsletters, social media, tennis in the school program, phone calls, and personal emails and contact</p> <p>Offer incentives to parents that will captain teams, end of season player party, stipend to teams going to JTT State, and other player gifts and incentives</p>	<p>Junior League Coordinator</p> <p>Community Coordinators</p> <p>Local Facilities</p> <p>CTA Board, Staff, and Junior Committee</p> <p>CTA Staff</p> <p>Volunteers</p>	<p>Calendar Year</p> <p>At the end of each league season and during the 4<sup>th</sup> quarter for entire year review and compare to the previous year(s) participation numbers to prepare and implement for the following year</p> <p>Growth of current year Accomplishments Obstacles Ways to continue growth New Ideas</p>	<p>NWLACTA receives support and a head tax from Louisiana Tennis Association (LTA) that the Junior League Coordinator is paid and CGPG funds from Southern Tennis Association (STA) for JTT participation registered through Tennis Link.</p> <p>Ongoing growth will allow the NWLACTA to continue to offer more support to local facilities, junior leagues and programs, incentives, and maintain and grow coordinator staff.</p>

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<p>3. To increase CTA tournament and Community Partners participation by 1-3% annually both monetary and in-kind donations</p>	<p><b>CTA Tournament</b> Reach out to previous players and promote via website, flyers, newsletters, social media, personal emails, and contact</p> <p><b>Community Partners</b> Reach out to previous partners requesting renewal and contact new potential partners for both monetary and in-kind donations.</p> <p>This would include solicitation via emails, phone calls, and personal meetings.</p> <p>The Community Partners would receive acknowledgement via website, banners, player gifts, social media, and incentives to CTA events throughout the year.</p>	<p>Fundraising &amp; Marketing Committee</p> <p>Tournament Committee</p> <p>Community Coordinators</p> <p>CTA Board</p> <p>CTA Staff</p> <p>Volunteers</p>	<p>Calendar Year</p> <p>Fundraising Committee meets in January of each year with the CTA Board and to review previous CP's and discuss new partnership, sponsors, and donors</p> <p>After the CTA Tournament each year hold a Wrap up meeting with facility, volunteers, and committee overseeing tournament to see how it went and what can be done to improve.</p>	<p>NWLACTA Tournament is a kickoff for the tennis season. Funds from the tournament support local junior and adult programs.</p> <p>Community Partners offer a significant portion of annual support for the CTA Tournament and ongoing growth to continue to offer more support to local facilities, adult and junior programs, incentives, and maintain and grow coordinator staff.</p>
<p>4. To Increase league captains 1-3% increase annually</p>	<p>Reach out to all previous captains at beginning of each season, ask for referrals for new captains, have captains' meetings and special meetings for incoming new captains</p> <p>Promote Captains Needed and Incentives via website, flyers, e- newsletters, social media, text, and personally</p> <p>Spotlight captains on social media, offer gift cards to local pro shops throughout the year.</p> <p>Give annually: Captains Gifts (\$25-30 value range) 1x Captains gift cards Captains of multiple teams' additional gift cards and incentives</p>	<p>Local League Coordinators</p> <p>CTA Board, Staff, and committees</p> <p>Local Facilities</p> <p>NWLACTA Tennis Ambassadors</p> <p>CTA Staff</p>	<p>Calendar Year</p> <p>At the end of each year review and compare to the previous year(s) captains' numbers to prepare and implement for the following year:</p> <p>Captain satisfaction Obstacles Ways to continue growth New Ideas</p>	<p>Ongoing growth of new captains will allow for more teams and overall USTA league growth and fill in when older captains retire</p>
<p>5. To Increase New Player Growth by 2-5% Annually</p>	<p>Offer 2-6 Tennis Apprentice Programs, Step Up Leagues, Social Play, and USTA League Opportunities to new players</p> <p>Promote Tennis Apprentice and other new player programs via website, flyers, e- newsletters, social media, text, and personally</p>	<p>CTA Staff and Local League Coordinators</p> <p>CTA Board</p> <p>Local Facilities</p> <p>Tennis Community</p>	<p>Calendar Year</p> <p>Review Tennis Apprentice participation and new USTA 2.5 league participation</p>	<p>Ongoing growth will allow more growth into USTA Leagues and allow the NWLACTA to continue to offer more support to local facilities, adult leagues and programs, incentives, and maintain and grow coordinator staff.</p>

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<p>6. Outreach and Special Projects – Implement Programs for Special, Under resourced, and Underserved Communities Grow 1-3% annually</p>	<p>The NWLACTA has a NJTL Chapter and Special Projects and Outreach Committee that will write grants and utilize CTA budgeted funds.</p> <p>The CTA will collaborate and partner with LTA, STF, USTA Foundation, the city of Shreveport, SPAR, local tennis facilities, nonprofit organizations, and school districts</p>	<p>Outreach/Special Projects Committee</p> <p>CTA Staff</p> <p>Community Coordinators</p> <p>CTA Board</p> <p>Volunteers</p>	<p>Calendar Year or Grant Year as stipulated in grant</p> <p>At the end of each grant and year review and compare to the previous year(s) to prepare and implement ways for continued growth</p>	<p>NWLACTA will use its mission to engage and grow all demographics in tennis programs, activities, and leagues and will partner and collaborate within our locality organizations to ensure success</p>
<p>7. NWLACTA Scholarship and Assistance Funds</p> <p>Scholarship Fund</p> <p>Highschool Assistance Fund</p> <p>Adult Charitable Support Fund</p>	<p>Mission Statement</p> <p>CTA Budgeted Funds</p> <p>Community Support Fundraisers</p> <p>Community Partner support</p> <p>CTA Scholarship Restricted Account</p> <p>Support Restricted Fund Account</p> <p>Scholarship Fund application will open each spring and be emailed to all local Highschool Tennis Coaches and Sponsors, as well as promoted via website, flyers, e-newsletters, social media, tennis in the school program, phone calls, and personal emails and contact</p> <p>Highschool Assistance Fund is a year-round program</p> <p>Adult Charitable Support Fund is offered year-round and will review requests for financial assistance on a “as need basis” to all local Adult Tennis Players that qualify through the application portal by an anonymous committee and approved by the CTA Board</p>	<p>Executive Board</p> <p>Special Projects Committee</p> <p>CTA Board and Staff</p> <p>Local HS Tennis Coaches &amp; Sponsors</p> <p>Local Tennis Professionals</p> <p>Tennis Community</p>	<p>Each spring the Scholarship Fund application will be emailed to all local Highschool Tennis Coaches and Sponsors, as well as promoted via website, flyers, e-newsletters, social media, tennis in the school program, phone calls, and personal emails and contact</p> <p>Highschool Assistance Fund Application is a year-round program</p> <p>Adult Charitable Support Fund is offered year-round on an as needed basis to all that qualify</p> <p>All are reviewed by an anonymous committee and approved by the CTA Board</p>	<p>NWLACTA will collaborate with HS tennis coaches, pros, and other organizations to locate youth that qualify for the scholarships and/or in need of assistance to play tennis.</p> <p>NWLACTA will review requests for financial assistance on a “as need basis” to Adult Tennis Players that meet the criteria in the application portal.</p>
<p>8. CTA Board</p> <p>Volunteers and Committee Involvement</p> <p>Demographic Representation</p> <p>Equality</p>	<p>Mission Statement</p> <p>Website &amp; E-Newsletter-JotForm platform offered to sign up to volunteer, join committees, board opportunities and in person contact</p> <p>New Board Member Responsibility Review and Agreements</p>	<p>Current Board and Staff</p> <p>community and league coordinators</p> <p>current and past committees</p> <p>Volunteers</p>	<p>Review annually</p>	<p>NWLACTA will continually strive to improve board, committee, and volunteer inclusion of all ages, orientation, gender, and race, NTRP rating, to ensure all aspects of the tennis community are represented</p>

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9. NWLACTA Branding and Community Presence through Marketing/Social Platforms	Marketing Budget Hire Marketing Company Utilize and keep updated the CTA website, <a href="http://www.playtennisb.com">www.playtennisb.com</a> Utilize flyers, e-newsletters, social media, phone calls, personal emails and in person solicitation and contacts	Marketing Committee CTA Staff and Community Coordinators CTA Board Tennis Community	Ongoing review after each branding and marketing project Review quarterly to review: Tennis Community Awareness Satisfaction Obstacles Ways to continue growth New Ideas	Increased awareness will result in more player participation in all aspects of tennis programs, events, and leagues