

# The Business Case for QuickStart Tennis



**TEAMWORK**  
One Team. One Goal.

# QUICKSTART TENNIS

Why it's so important to your  
tennis community



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## What is QuickStart tennis:

A format of play for kids 10 & under to learn and play the game with 6 key variables

- Age
- Court Size
- Racquet Size
- Ball
- Net Height
- Scoring System

The Play Component - Integrate into existing programs

- Team based play
- Tournaments & Events
- Lesson based programs
- Casual play



# QuickStart is to Tennis, What

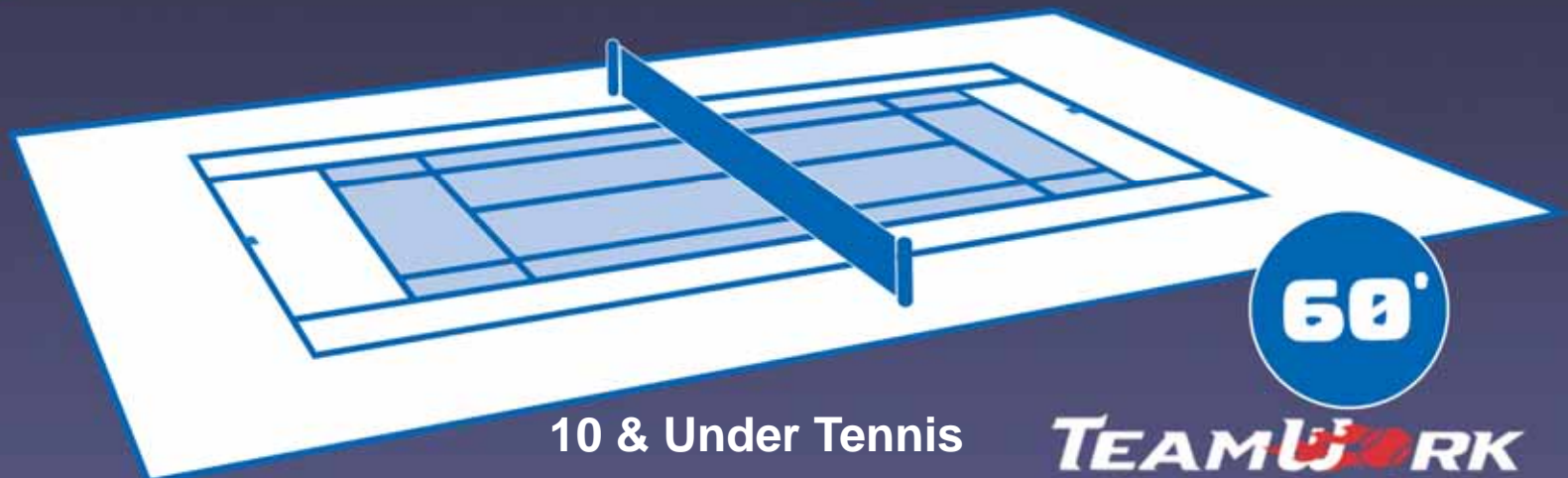
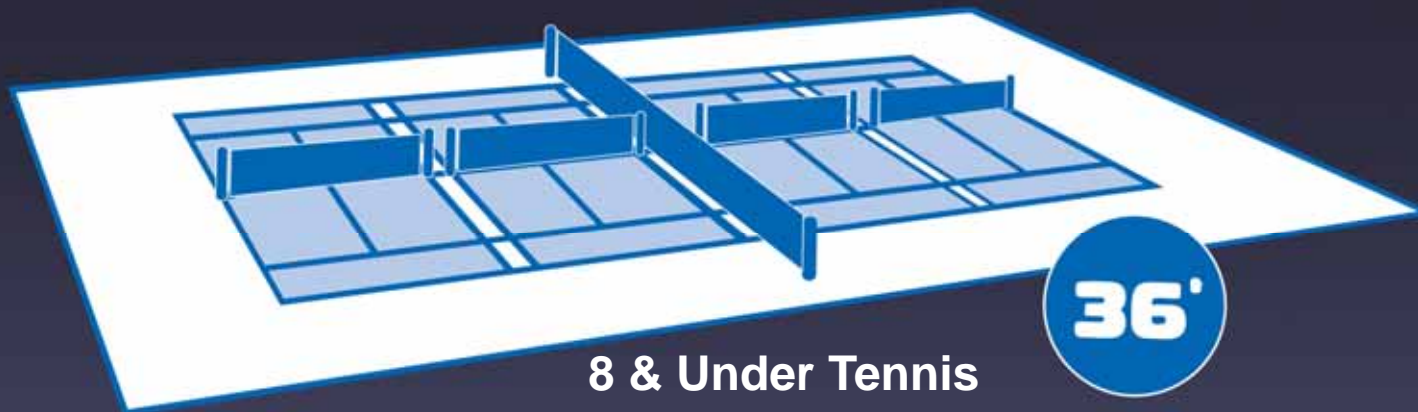
- T-Ball and Little League are to Baseball
- Pee-wee and Youth soccer lined fields are to Soccer
- First-Tee is to Golf
- AYF is to Football
- Shorter lined courts and lower baskets are to Basketball



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# QuickStart courts:

- 1) can be done with minimal investment (\$200-\$400) by painting lines on existing courts
- 2) will provide additional activity for one of your community's largest populations



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# QuickStart is becoming the official format for 10 and under tennis in America



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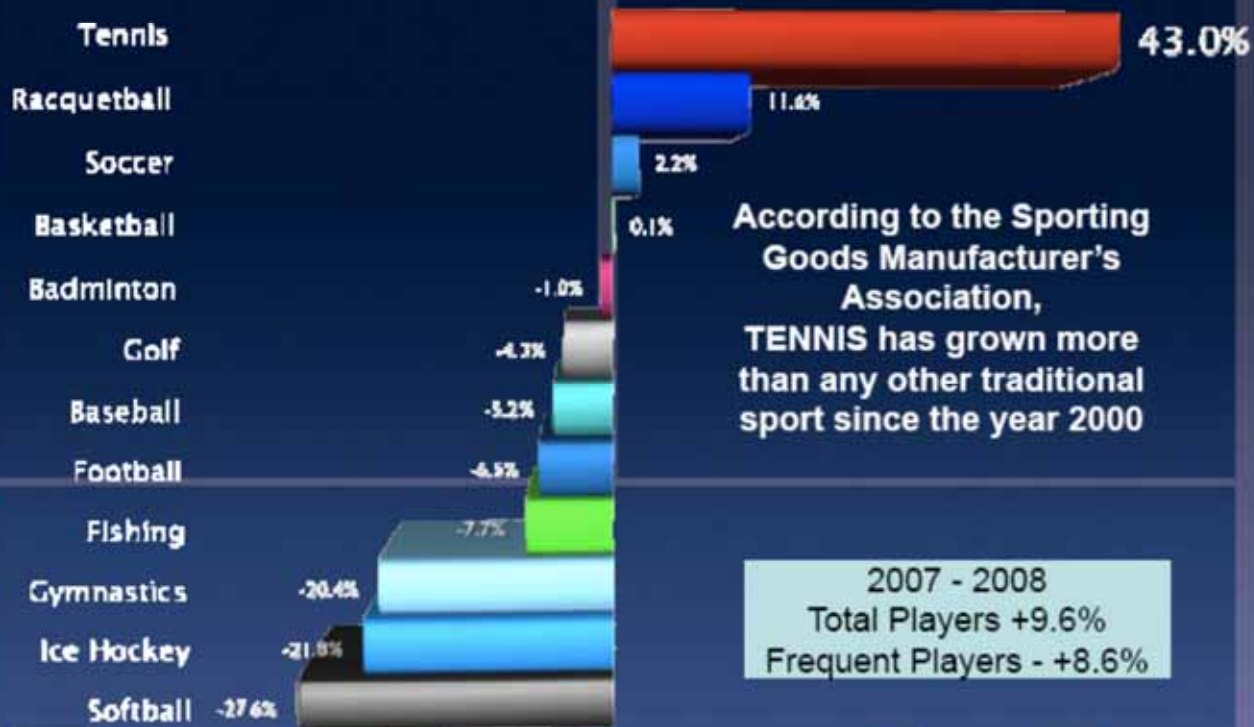
# QuickStart Tournaments/Events

- Communities without permanent QuickStart courts or painted lines will miss out on USTA QuickStart (36' & 60') tournament/event opportunities resulting in a loss of economic development revenue
- Facilities without permanent QuickStart courts or lines will lose out on this revenue generating format



# SGMA Participation Survey

2000-2008



According to the Sporting Goods Manufacturer's Association, **TENNIS** has grown more than any other traditional sport since the year 2000

2007 - 2008  
Total Players +9.6%  
Frequent Players - +8.6%



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# Is it only for kids?

The 60 ft courts are already becoming popular for adults to better allow

- ✓ Singles play for seniors
- ✓ Those with bad knees
- ✓ Wheelchair Players & Wounded Warriors
- ✓ Obese players
- ✓ “Mobility challenged”....(small kids)



# Communities Planning Permanent QuickStart Courts & Lines in North Carolina

- Cary, NC
- Winston-Salem, NC
- Black Mountain, NC
- Chapel Hill, NC
- Greensboro, NC
- High Point, NC
- Raleigh, NC
- Charlotte, NC
- Holly Springs, NC
- Asheville, NC



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# Additional Opportunities for One of your Largest User Groups...

- Nurtures the potential of youth (expands physical and mental skills)
- Builds community with team approach
- Supports a healthy lifestyle
- Generates revenue



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# *Official QUICKSTART LINE Ruling from the USTA*

- The Rules of Tennis **DO allow** USTA National/Sectional/District events or tournaments to be played on courts with additional lines such as those used for the QuickStart Tennis format.
- However, the rules prohibit play on courts with additional lines for ITF (International Tennis Federation) and ITA (Intercollegiate Tennis Association) events or tournaments.

*Timon Corwin*

*Senior Director, Junior and Collegiate Competition*

United States Tennis Association

10399 Flores Drive

Boca Raton, FL 33428



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Part III: Add new **USTA Regulation XI.** and new **FAC Comments XI.B-1., and 2.** (p. 187) and renumber subsequent USTA Regulations and **FAC Comments** as follows:

**Passed**

## **XI. QUICKSTART TENNIS FORMATS**

**A. Purpose.** QuickStart Tennis formats help players learn tennis by utilizing specialized equipment, a smaller court, and modified scoring.

### **B. Boys' and Girls' 8 Divisions.**

**1. Format.** The following QuickStart Tennis format is required for use in sanctioned tournaments in Boys' and Girls' 8 divisions and is recommended for other competitions in these divisions.

a. *Court.* The Court shall be a 36-foot court as described in **Figure 13.**

b. *Ball.* The Ball shall be a stage 3 (red) ball of any composition as described in **Appendix VI** of the **ITF Rules of Tennis.**

c. *Racket.* The Racket shall be no longer than 23 inches (58.5 cm).

d. *Scoring.* The match shall consist of the best two out of three games. Each game shall consist of a 7-Point Tiebreak, *except that* the players shall not change ends during the game. The players shall change ends after each game.

Shall offer reasonable rest to players between matches; and

Does not use the Point Penalty System.



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*“After 10 minutes on the courts, you don’t even notice the lines”... Sean Ferreira, Director, Cary Tennis Park*



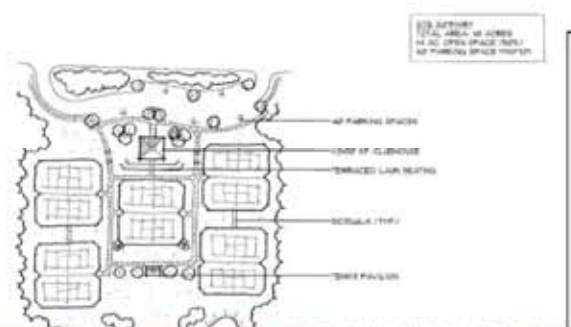
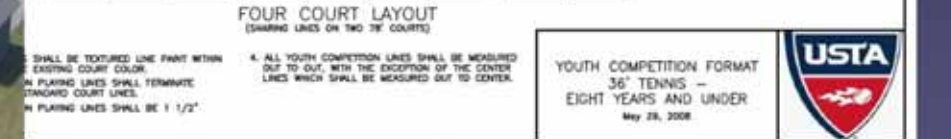
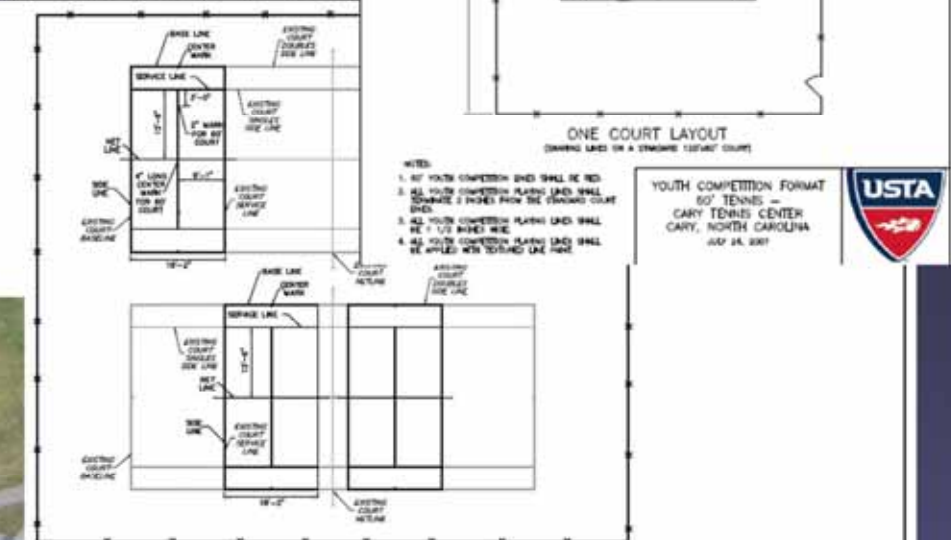
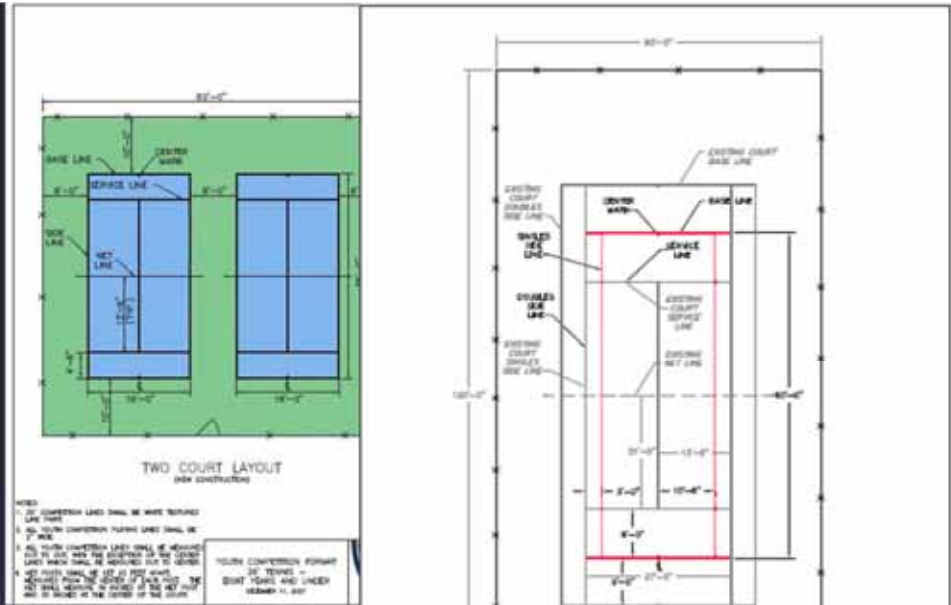
*“Over the past two years, there have been zero complaints about QuickStart lines on any of our courts”...*

**Craig Jones**  
**USTA Southern QuickStart Task Force**



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# The USTA provides concept plans and unified specifications for permanent QuickStart courts and permanent QuickStart lines.



USTA  
CONCEPTUAL TENNIS CENTER

USTA  
YOUTH COMPETITION FORMAT  
80" TENNIS -  
CARY TENNIS CENTER  
CARY, NORTH CAROLINA  
JULY 28, 2007

USTA  
YOUTH COMPETITION FORMAT  
36" TENNIS -  
EIGHT YEARS AND UNDER  
MAY 28, 2008



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***QuickStart Tennis -  
Please paint lines  
for our kids!***



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# USTA Southern QuickStart Line Grant

- ✓ Pays 75% of cost to line courts for QuickStart
- ✓ 50% National funding
- ✓ 25% USTA Southern & Southern Patrons Foundation
- ✓ 25% Facility owner funding



# Sections Offering Line Grant

- USTA Florida
- USTA Southern
- USTA Northern
- USTA New England
- USTA PNW

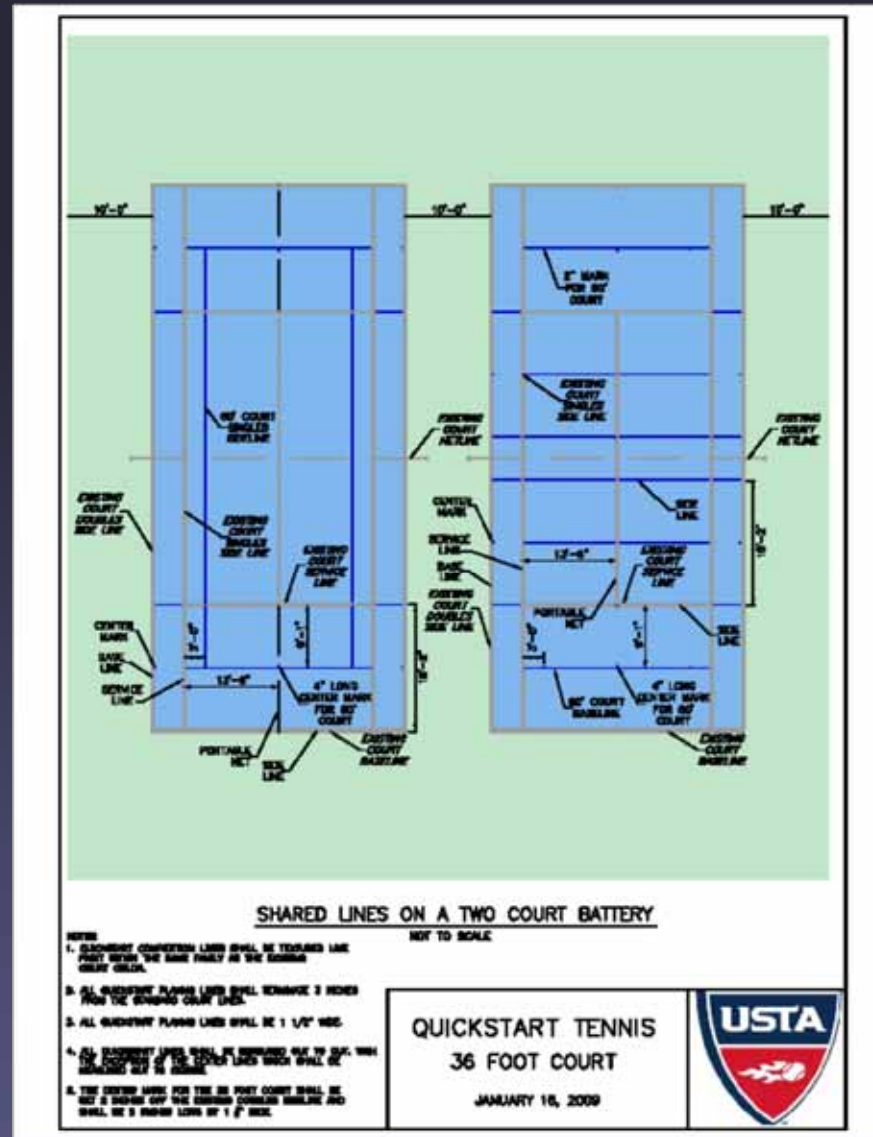


# QST Line Grant Steps

1. Fill out USTA Public Facility Assistance Form located at [www.usta.com/technical](http://www.usta.com/technical)
2. You will be contacted by a Project Manager
3. Send in dimensions of your facility  
Sideline to fence, baseline to fence, between courts
4. Send photos of the facility
5. Send USTA Southern Commitment Letter

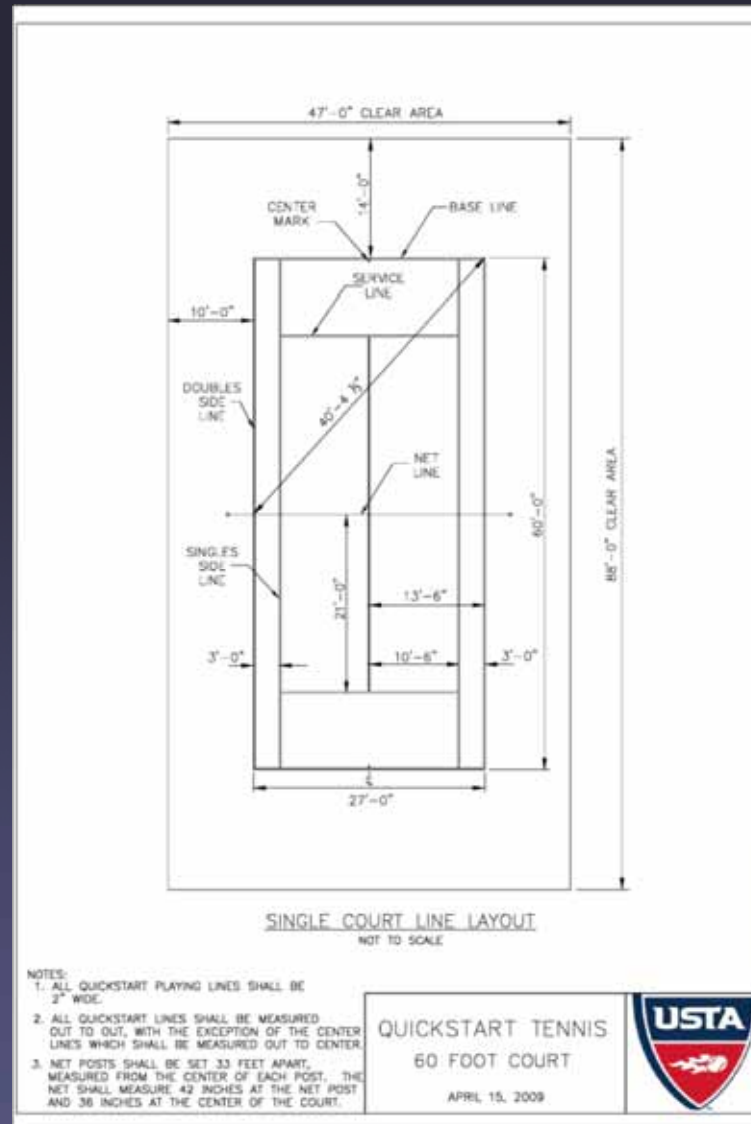


# Concept Plans



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# Playground Striping



<p>QUICKSTART TENNIS 60 FOOT COURT</p> <p>APRIL 15, 2009</p>	
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# Specs for Contractors



## For our Professional Partners in the Field

Three things to remember when painting permanent 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.
- 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.



# Finishing up

- After Concepts are received
  - Facility sends Contractor's estimate to paint courts
  - Project Manager returns approval letter
- After project is completed, owner sends
  - Pictures of completed job
  - Copy of contractor's final invoice
- Checks are mailed to facility



# 2010 Funding for Southern

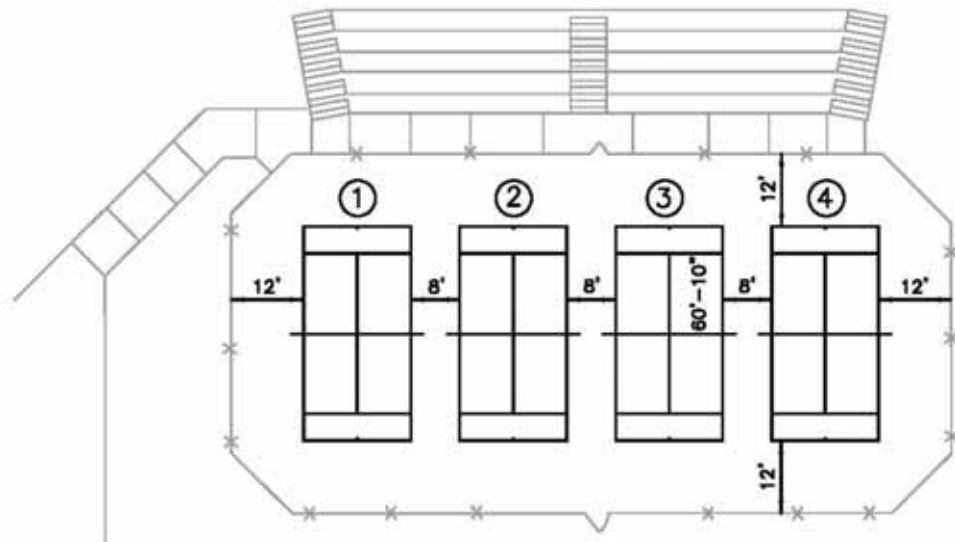
- USTA Southern has allocated \$10,000
- Southern Patron's Foundation has allocated \$10,000
- USTA National has allocated \$20,000
- Conversions now eligible for grant



# Cary Tennis Park, NC

- \$8,000 Investment
- Little used Exhibition Court
- Elementary School across street





Cary Tennis Center

36 FOOT QUICKSTART TENNIS  
 SHEET 1 of 3  
 CARY, NORTH CAROLINA  
 OCTOBER 1, 2008



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# Over 750 Kids Served in first 6 months



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**\$27,000 in additional revenue  
in first 6 months**



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[http://www.youtube.com/watch?  
v=89oZ5dId-R8](http://www.youtube.com/watch?v=89oZ5dId-R8)



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