



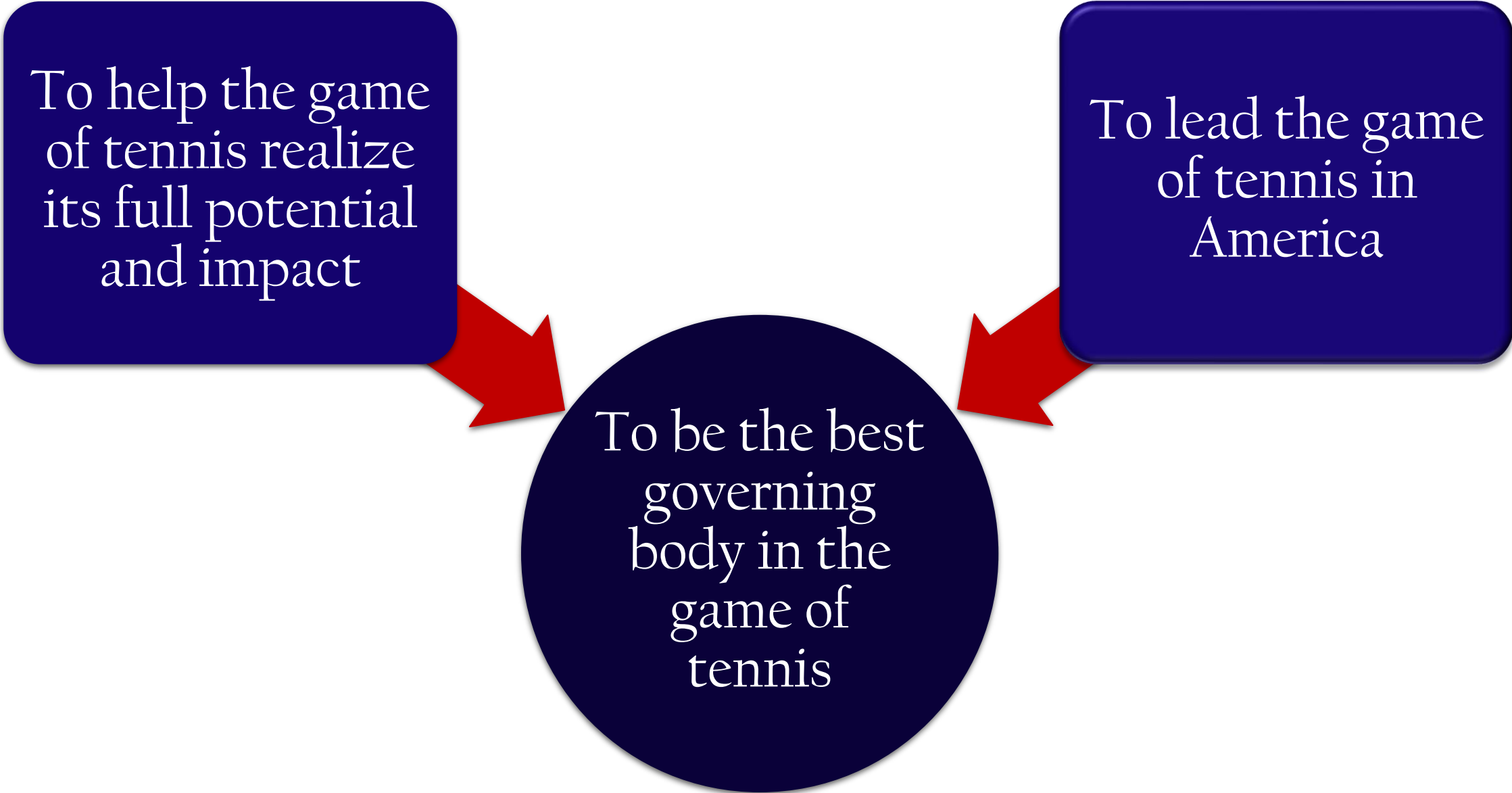
USCTA Five-Year Strategic Plan

2020 - 2025



Imagine
people of all ages, abilities and backgrounds across the U.S.
enjoying tennis,
playing the game with a positive spirit and
participating in programs that foster camaraderie and competition.





Ultimate Goals



8/10 of the
World's
Top Players
reside in
U.S.



A U.S.
Woman is in
the World
Top 4



U.S. Players
are World
Champions in
Singles
Doubles
Juniors
Seniors

A close-up photograph of a tennis racket lying on a light-colored wooden surface. A bright yellow tennis ball is positioned on the strings of the racket head. The racket's frame is white, and the handle is dark with a textured grip. The background is softly blurred, showing the continuation of the wooden surface.

Strengthen USCTA Infrastructure



Focus On: The Board of Governors

Board of Governors

President
1st Vice President
2nd Vice President
Secretary
Treasurer
Membership Secretary
Executive Director

- Skills & Responsibilities**
- Finances
 - Logistics
 - International Tennis Day
 - Supporting Committees
 - Real Tennis Online (RTO)
 - International Matters

Board of Governors

President

1st Vice President

2nd Vice President

Secretary

Treasurer

Membership Secretary

Executive Director

General Needs

- Create succession plans for positions
- Create a formal budgetary process



Strengthen USCTA Infrastructure



Focus On: The Future of the Game

By 2021

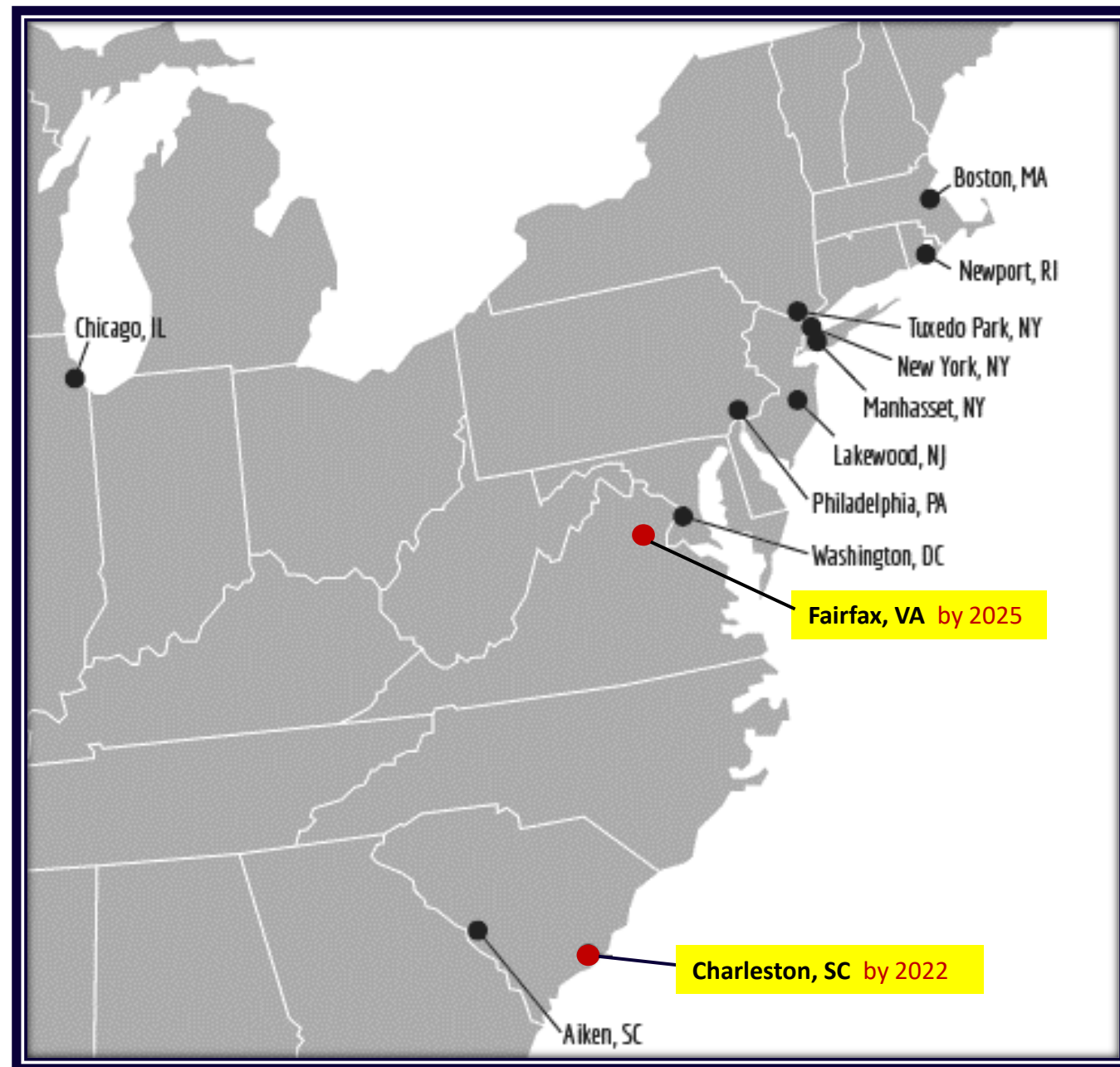
Form Court Development
Committee

By 2022

Open court in Charleston, SC

By 2025

Open court in Fairfax, VA
Start developing another U.S.
court project



Increase Sanctioned Tournament Participation & Wins



In 2022
Make the
finals of the
Bathurst

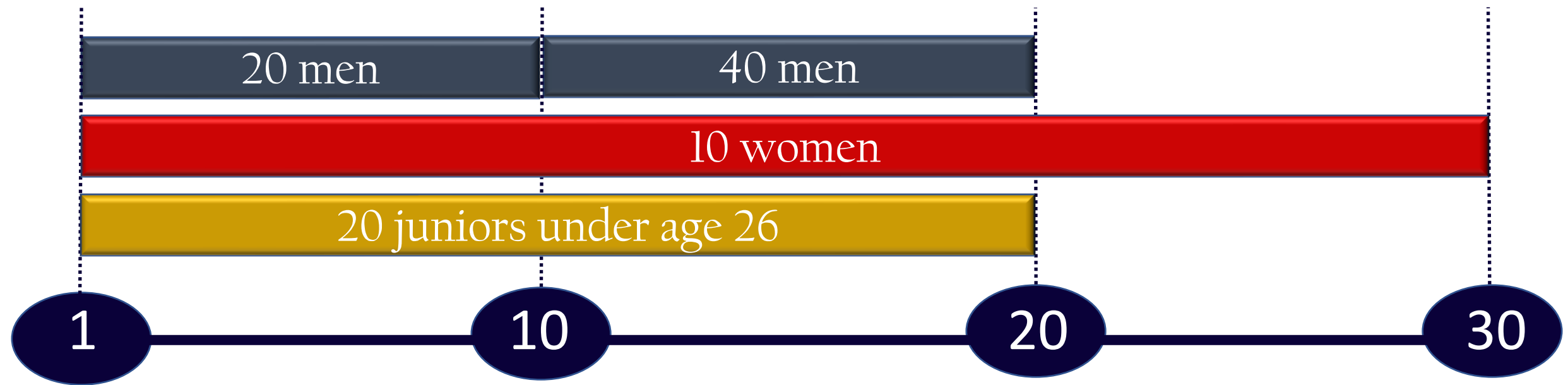
In 2024
Win the
Bathurst

Retain
Van Alen Cup
&
Clothier Cup



More participation in
Women's U.S. Open
Women's Invitational
Anne Boleyn

Improve Player Handicaps & Number of Players with Handicap



have 10 college alumni (Georgian Court, St. Joe's and Salve Regina) with active handicap



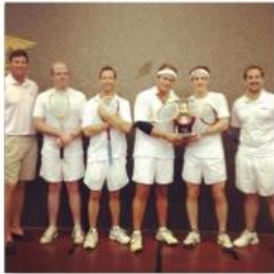
Grow the Pros

Focus On: The Future of the Game

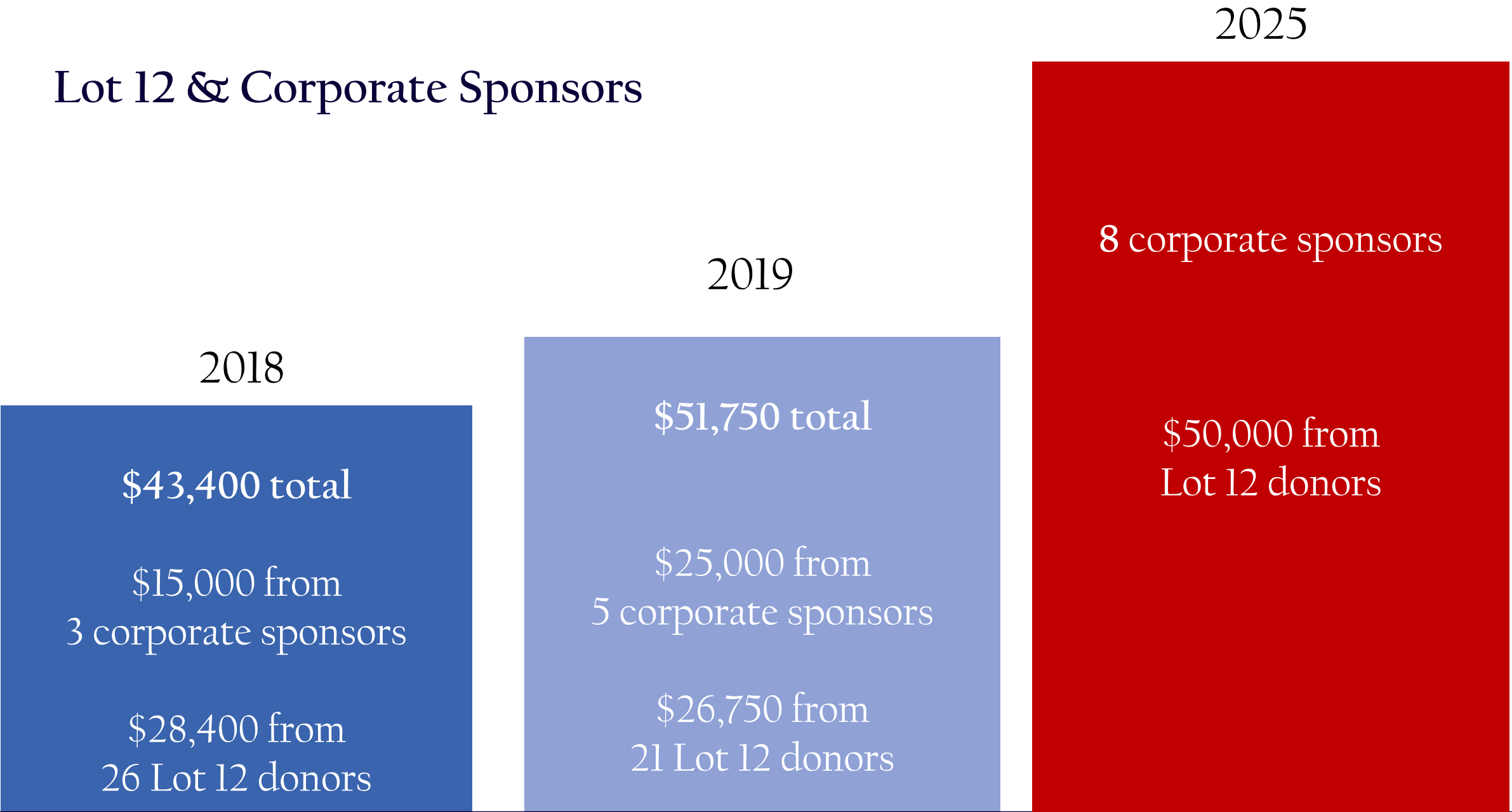
2
Candidates
complete the
Pettitt
Fellowship

1
American
becomes a
Full-Time
Pro

1
Woman
Professional
at a U.S.
court



Lot 12 & Corporate Sponsors



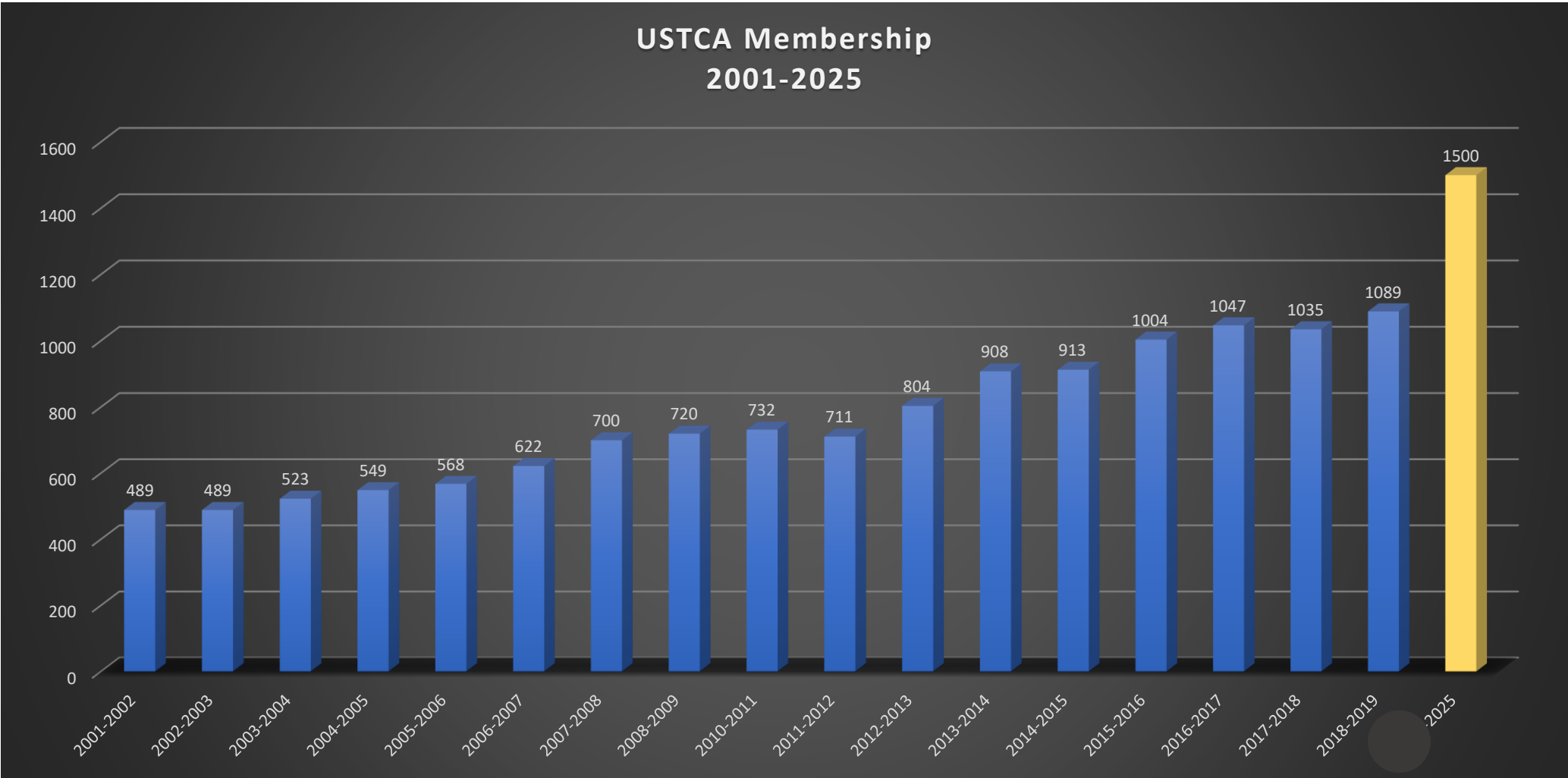


Increase Membership



Focus On: Juniors & Women

GOAL 1,500 members





Strongest Junior programs and participation in Junior events

Juniors

Increase Juniors membership from 65 members to 100

Women



Increase Women's membership
from 106 members to 150

Seniors

In 2023

Have Americans in
the finals of every
World Masters
individual event



In 2025 WIN

The Bostwick Cup
The Danby Cup
The Cochran Cup

Other Membership Considerations

Charleston, SC

By 2022 open new court
gain 50 new members

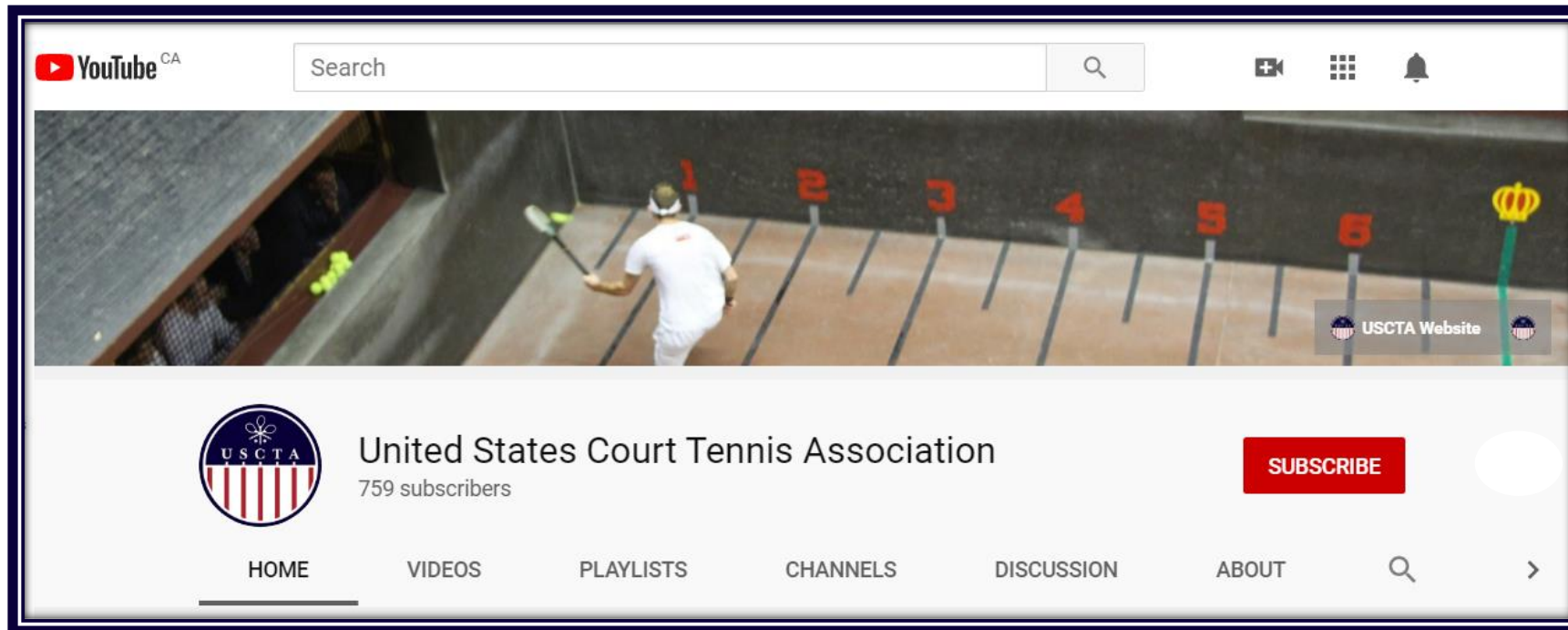
Prince's Court (Washington, DC)

By 2025 open new court
Retain 75% of members (*51 of current 68*)



Increase Awareness

Focus On: Communication



Have 1,000 subscribers to the USCTA YouTube channel
Monetize streaming of events
Produce a promotional video

