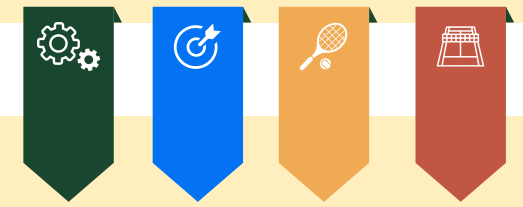


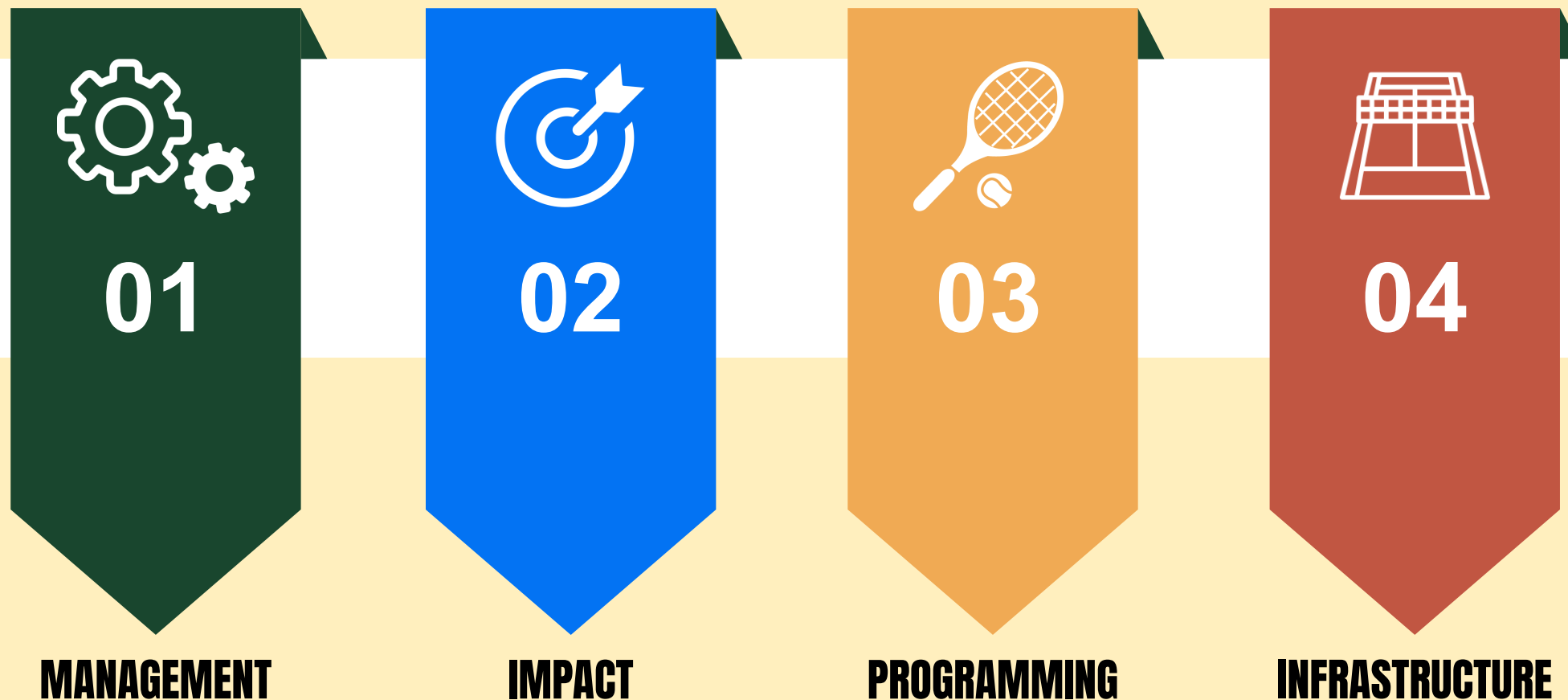
# Park Agency Tennis Assessment

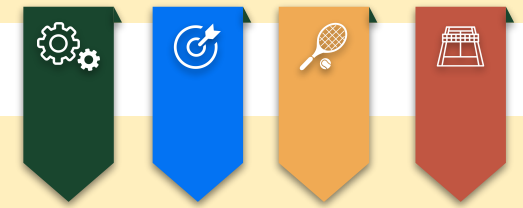


# USTA Park Agency Tennis Assessment

- **Strengthen the delivery of tennis** in your community with personalized recommendations from industry experts.
- The Park Agency Tennis Assessment process is **personalized, objective, growth-oriented, and future-focused**.
- The Assessment is broken into four modules (Management, Impact, Programming, and Infrastructure) and criteria is **evaluated on a site-by-site basis**.
- Park agencies can use this **data-driven assessment** to prioritize resource allocation, advocate for facility improvements, implement new programming, and/or adjust management strategies.

# PARK AGENCY TENNIS ASSESSMENT OVERVIEW





# Assessment Deliverables Package

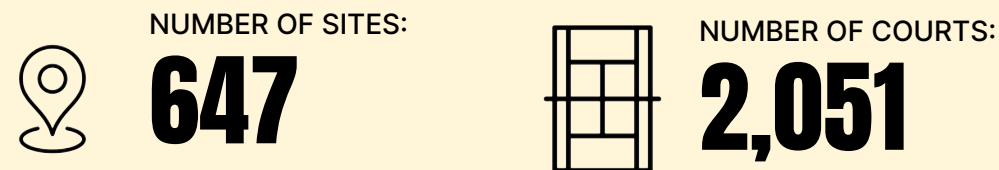
- **Customized Recommendation**
  - Presentation Slides
- **Overall Facility Scores**
  - Assessment Spreadsheet
- **Park Agency Tennis Assessment Map**
- **Maintenance Documentation**
  - American Sports Builders Association (ASBA) Tennis Court Construction & Maintenance Manual
  - USTA Facilities Maintenance One-Pager
- **USTA Tennis Venue Services**
- **USTA Grant Funding Options**
- **USTA Tennis & Pickleball Statement of Guidance**
- **How to Become Safe Play Approved**
- **SmartAccess Gate System Info**
- **Kinetica Catchment Reports**

# PARK AGENCY TENNIS ASSESSMENT

## TOTAL ASSESSMENTS:

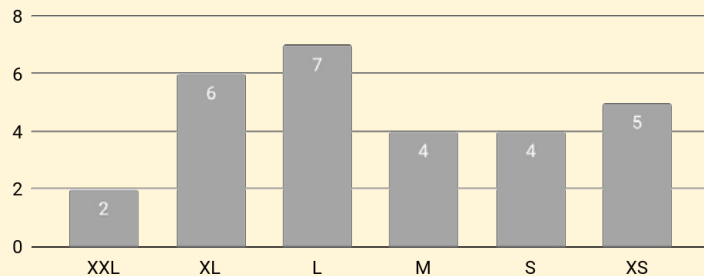


## TOTAL ASSESSMENT IMPACT:



## POPULATION:

> **XXL** (1,000,001 - greater)  
> **XL** (500,001 - 1,000,000)  
> **L** (150,001 - 500,000)  
> **M** (75,001 - 150,000)  
> **S** (30,001 - 75,000)  
> **XS** (30,000 - less)



## COMPLETED ASSESSMENTS:

- ✓ Aurora, CO (February, 2021)
- ✓ Denver, CO (April, 2021)
- ✓ Portland, OR (June, 2021)
- ✓ **San Antonio, TX (December, 2022 - SWOT)**
- ✓ Lexington, MA (February, 2022)
- ✓ **Atlanta, GA (May, 2022 - SWOT)**
- ✓ Springfield-Greene County, MO (June, 2022)
- ✓ Mobile, AL (April, 2023)
- ✓ The Woodlands Township, TX (April, 2023)
- ✓ Bozeman, MT (May, 2023)
- ✓ **Phoenix, AZ (May, 2023 - SWOT)**
- ✓ Mesa, AZ (June, 2023)
- ✓ Kansas City, MO (July, 2023)
- ✓ Columbus, OH (August, 2023)
- ✓ **Seattle, WA (September, 2023 - SWOT)**
- ✓ Tualatin Hills, OR (December, 2023)
- ✓ Prince George's County, MD (February, 2024)
- ✓ Calvert County, MD (March, 2024)





# Outcomes From Past Assessments

- **Facility Grant Funding (Up to \$55k)**
- **Pickleball & tennis facility strategy**
- **Infrastructure projects**
- **Long term tennis capital project plan**
- **New staff positions & hires**
- **Site-specific improvements for events & tournaments**
- **Partnership with USTA sections**
- **New tennis delivery management**
- **Coaching workshops & instructor assistance**
- **CAPRA Certification & master planning recommendations**
- **ASBA-certified: Maintenance staff**
- **Professional certifications & SafePlay for instructors**

# **SWOT Analysis Method Report Review Process**

**USTA Park Agency Tennis Assessment Extended Study  
Tennis Area (Including Pickleball)**

**Brio2 Solutions**  
Jodie Adams, CPRP and Dr. Peggy Riggs





# Input Sessions

Input Sessions were facilitated by Brio2 Solutions Co-Directors Jodie Adams and Dr. Peggy Riggs:

1. **Used the SWOT** (Strengths, Weaknesses, Opportunities, and Threats) **Analysis Method for staff input and participation; A multi-Voting Process (with dots) occurred to prioritize items for all four SWOT Analysis areas**
2. Staff completed written surveys to provide confidential information
3. **Conducted internal interviews with assigned staff**
4. Conducted external interviews with selected representatives from various organizations and groups
5. **Brio2 Solutions will finalize an outside examination of the results of the activities in order to draw conclusions and make recommendations for Dallas Parks and Recreation – Tennis Section (including Pickleball)**





# Surveys and Interviews Conducted by Brio2 Solutions

- Written Surveys were completed by Internal Staff at the close of the morning session on February 12, 2024
- Qualitative Interviews with selected Internal Staff were conducted on February 12, 2024, in the afternoon
- External Representatives were interviewed during the morning of February 13, 2024



# SWOT Analysis Final Report - Sample Table of Contents

- Introduction
- Session for Staff Input
- SWOT Analysis Results/Prioritization of Each SWOT Area will be Included:
  - Strengths
  - Opportunities
  - Weaknesses
  - Threats
- In-Depth Written Survey Results from Internal Staff
- Qualitative Interview Results with External Representatives
- Aspirations and Recommendations
- Appendix





A close-up photograph of a tennis player's arm holding a racket filled with orange and green tennis balls. The player is wearing a blue and white striped shirt and blue shorts with orange patterns. The background is a blurred grey tennis court.

**Questions/ Comments?**  
**Thank You!**