

Growing Tennis by Engaging Diverse Markets



Why Engage Diverse Markets?

A faint, light-colored background graphic showing a tennis ball in mid-air with a dashed line indicating its trajectory, and a tennis racket positioned to hit it. The text "ON THE" is partially visible in a large, light font behind the racket.

Decline in Participation

Demographic Trends

Economic Impact

Tennis Participation Decline

The background of the slide features a large, light blue rectangular area with a subtle pattern. Behind this area, there is a faint, stylized illustration of a tennis player in a ready position, with a tennis ball floating above their head. The entire slide is framed by a solid blue border at the top and bottom.

Flat Participation

Aging Player and Coach Population

Negative Competitive Experiences

Economic Impact

The background features several faint, light-colored graphics. At the top right, there is a silhouette of a tennis player swinging a racket to hit a ball. Below this, a large, light blue rectangular box contains the text. At the bottom, there is a stylized line graph showing an upward trend, with the year "2019" written near the peak. To the right of the graph, there are small icons of a sailboat and a motorboat.

Diverse Population Buying Power

A Domestic, Global Economy

Rising Education Levels in Diverse Communities

Demographic Mega-Trends



America More Diverse Than Ever Before

Millennials-Most Diverse
Generation in History

Multi-generational Households

Increase in Interracial Marriage

Gentrification

















5 Step Engagement Model Helps Organize and Implement Effective Outreach Effort

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- A faint, light-colored background image showing a tennis ball and a tennis racket, positioned diagonally across the upper right portion of the slide.
- Identify opportunities to grow new and existing tennis programs across diverse markets.
 - Design practical market growth strategies and put them into action.
 - Build partnerships that will help your organization establish meaningful, mutually beneficial connections in diverse communities.
 - Build and inspire a winning implementation team.

Step 1

Where Is Your Opportunity?

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- A large, light-colored background graphic. It depicts a tennis player in mid-swing, with a tennis ball in the air. Below the player is a map of North Carolina. The text "ON THE RISE" is written across the map, and the year "2019" is visible at the bottom right of the map.
1. Understand Your Market
 2. Refer to the USTA Engagement Guides
 3. Create Market Growth Strategy

Race and Hispanic Origin	
 White alone, percent	 70.6%
 Black or African American alone, percent (a)	 22.2%
 American Indian and Alaska Native alone, percent (a)	 1.6%
 Asian alone, percent (a)	 3.2%
 Native Hawaiian and Other Pacific Islander alone, percent (a)	 0.1%
 Two or More Races, percent	 2.3%
 Hispanic or Latino, percent (b)	 9.6%
 White alone, not Hispanic or Latino, percent	 62.8%

OTHER HIGHLIGHTS:

- The Asian population in N.C., now about 318,000, grew the fastest of any racial or ethnicity group since 2010 with an increase of 51.7%. They now account for 3.1% of the total population.
- There are now almost one million Hispanics in the state, comprising 9.6% of the state's population, up from 8.4% in 2010.

USTA North Carolina Population Growth

- There are now almost one million Hispanics in the state, comprising 9.6% of the state's population, up from 8.4% in 2010.
- Non-Hispanic whites are still the largest racial group in the state with 62.8% of the population, down from 65.4% in 2010.
- Non-Hispanic African-Americans make up 21.4% of the population, almost the exact same rate as 2010.
- Twenty-one counties have a minority-majority population, where minorities outnumber non-Hispanic whites, including urban counties Durham, Guilford and Mecklenburg. In 2010, 16 counties were in that category.
- Minorities accounted for two-thirds of the growth between 2010 and 2018. Hispanic growth slowed from the previous decade but still accounted for 23% of the growth since 2010. Asians made up 13% of the growth, compared to 6% of change in the 2000s.

Scoring Scale

- 0 – 1** The sense of urgency to grow the local tennis community is low.
- 2 – 4** There are ***some*** key opportunities to pursue for growing the local tennis community.
- 5 – 7** There is ***moderate leadership support and key opportunities*** to pursue for growing the local tennis community.
- 8 – 10** There is significant ***leadership support and key opportunities*** to pursue for growing the local tennis community.

Although this *Litmus Test* is only a general assessment of your local tennis community, it will provide some indication of how much leadership support and/or growth opportunities that can be leveraged.

POWERFUL PRESENCE ACROSS THE COUNTRY

The following information shows current demographics for U.S. Hispanics, including population trends, geographic locations, age, income and education, as well as information on their social-media habits.

While U.S. Hispanics have a powerful presence across the country, it's important to understand the different cultural influences in your community.

CURRENT 2012



U.S. POPULATION
311,591,919

HISP. POPULATION
51,939,916

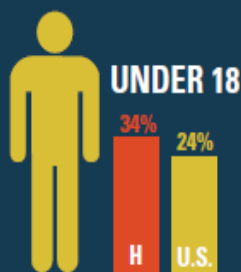
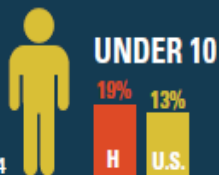
PROJECTED 2050



U.S. POPULATION
439,010,000

HISP. POPULATION
132,792,000

AGE



ONE IN SIX
IN THE U.S. IS HISPANIC



1 IN 4
U.S. BIRTHS ARE HISPANIC

LANGUAGE

25% ENGLISH ONLY
75% LANGUAGE OTHER THAN ENGLISH
34% DON'T SPEAK ENGLISH WELL



SOCIAL MEDIA



HISP. 73%
U.S. 71%



HISP. 49%
U.S. 24%

U.S. MEDIAN INCOME \$50,502
HISP. MEDIAN INCOME \$39,589

ORIGIN

1. Mexican – 65%
2. Puerto Rican – 9%
3. Salvadorian – 4%
4. Cuban – 4%
5. Dominican – 3%
6. Guatemalan – 2%
7. Other – 13%



\$1.18
TRILLION
BUYING POWER

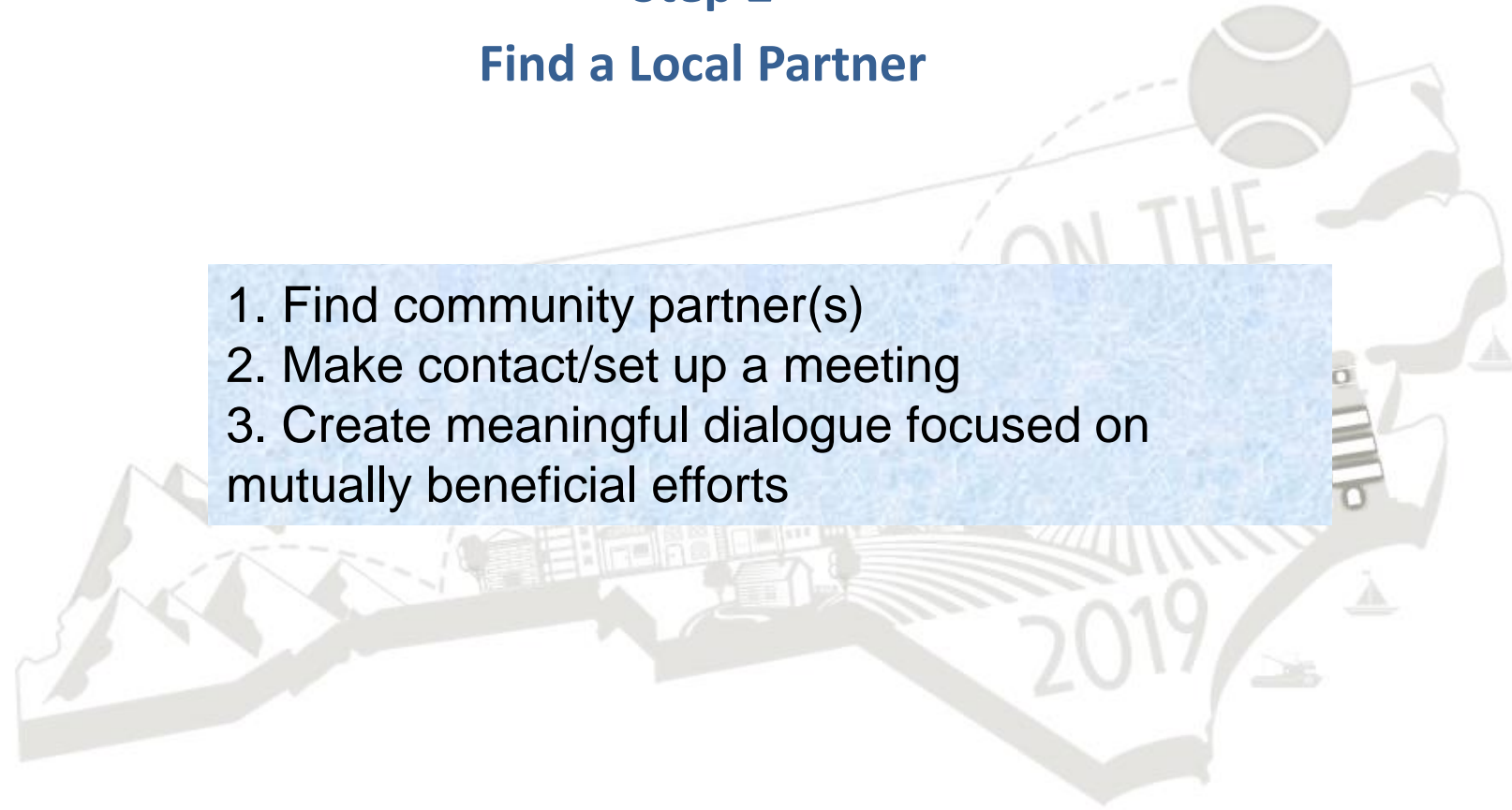
EDUCATION
HIGH SCHOOL GRADS

U.S. 85.9%
HISP. 63.2%

BACHELOR'S DEGREE
U.S. 28.5%
HISP. 13.2%

Step 2

Find a Local Partner

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- The background of the slide features a large, light gray illustration. It depicts a tennis player in mid-swing, with a tennis ball in the air. Below the player is a map of North Carolina, which is filled with various icons representing different communities: mountains, a city skyline, a farm, and a beach with sailboats. The year "2019" is also visible on the map. A blue rectangular box is overlaid on the map, containing the list of steps.
1. Find community partner(s)
 2. Make contact/set up a meeting
 3. Create meaningful dialogue focused on mutually beneficial efforts

Step 3


Formalize Your Team

Formalize Your Activation Plan

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- A large, light-colored background graphic of the state of North Carolina. Overlaid on the map are several tennis-related elements: a tennis ball in the upper right, a tennis racket, and the text "ON THE RISE" in a large, bold, sans-serif font. The year "2019" is also visible in the lower right. The text "USTA.COM" is partially visible on the left side of the map.
- 1. Organize a project team**
 - 2. Clarify roles and responsibilities**
 - 3. Plan key project activation elements**

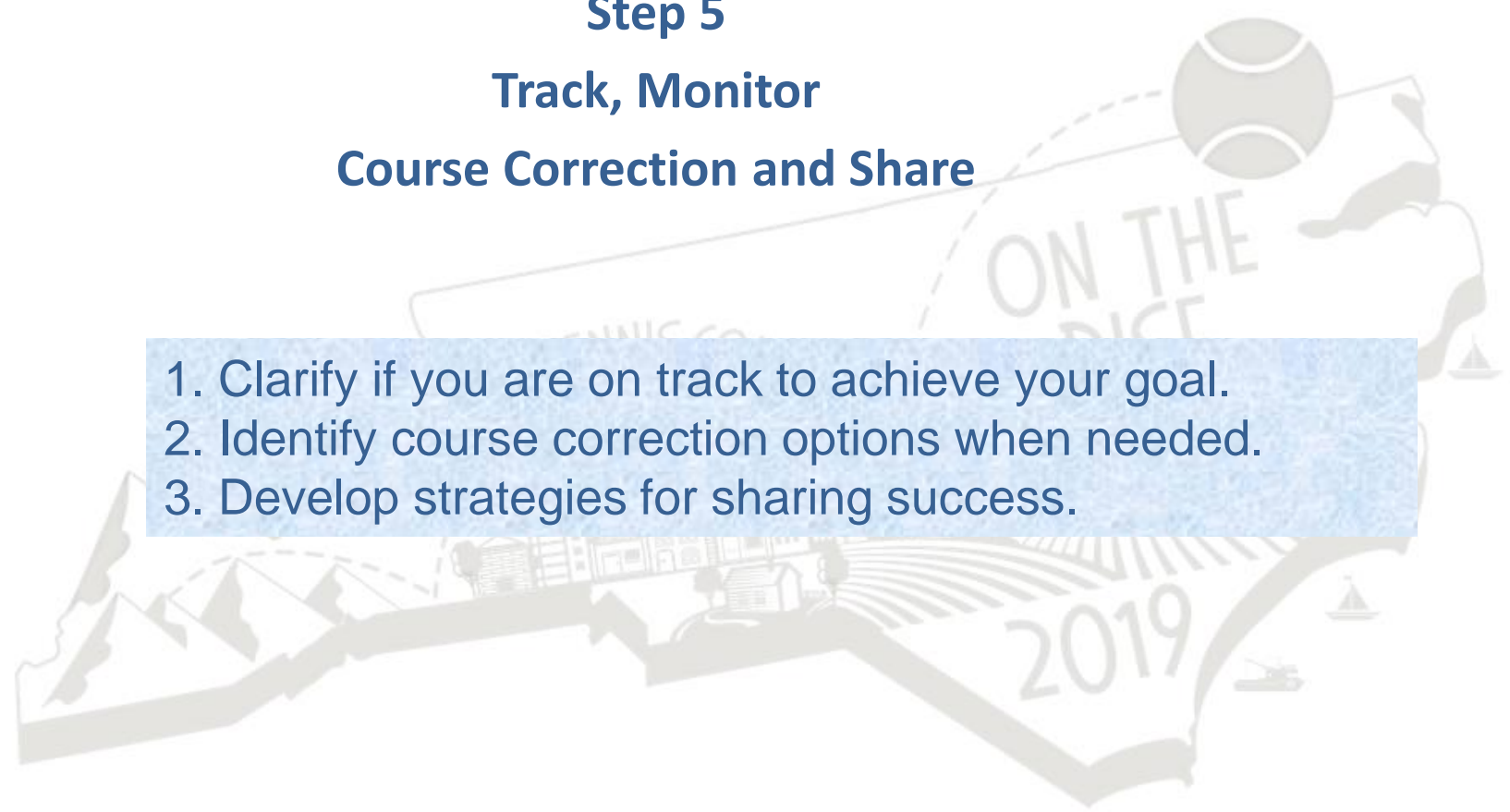
Step 4

EXECUTE AND HAVE FUN!

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- A large, light-colored background graphic depicting a tennis court and its surroundings. It includes a tennis ball in the air, a net, and a building with the text "ON THE RISE" and "2019" overlaid on it.
1. Keep team members and partners engaged
 2. Identify ways to inspire team members
 3. Enhance the “fun-factor” throughout implementation

Step 5

Track, Monitor Course Correction and Share

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- A large, faint background graphic. It features a tennis ball in the upper right, with a dashed line indicating a trajectory. Below the ball is a map of North Carolina, which contains the text "ON THE RISE" and "2019".
1. Clarify if you are on track to achieve your goal.
 2. Identify course correction options when needed.
 3. Develop strategies for sharing success.

Growing Tennis Engagement Suite Resources

1. 5-Step Engagement Model
2. 10 Best-In-Class Engagement Guides
3. Outreach Project Plan Template
4. Online Training Course
5. Engagement Model Workbook

