



USTA NORTH CAROLINA

NCSLC

Gaines named founding member
of NC Sports Leadership Council

Kelly Gaines, Executive Director of the United States Tennis Association (USTA) North Carolina has been named to the inaugural North Carolina Sports Leadership Council (NCSLC).

The NCSLC was recently formed by the North Carolina Sports Association and is made up of sports industry leaders across the state.

Gaines, who is one of 31 serving on the council, will represent tennis in the state and will also serve on the Executive Committee for the Council.

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"NC Tennis has a rich culture and history as a wonderful sport in North Carolina," Gaines said. "We are honored that NC Tennis has a seat at the table with this illustrious group."

The NCSLC council objectives are:

- To increase awareness and better amplify the positive impact of the sports industry to North Carolina,
- To set strategy to address challenges involving legislative, social, and unforeseen national issues (i.e. COVID-19),
- To establish a call-to-action plan as opportunities and issues arise, and
- To increase communication among all Council members and organizations.

Members of the Council include "major sports franchises, conferences, venues, and amateur sports organizations based in North Carolina, along with representatives of the state's sports tourism industry," according to CharlotteStories.com. Gaines will have a seat at the table to represent tennis and its role with the ongoing sport development in the state.

"Sports in NC is at our very core, and having a group of sports leaders working together to bring events, leveling up our existing ones and creating a space for all North Carolinians to watch, play and enjoy will add so much to our state," Gaines said.

To learn more about the NCSLC, visit the [NCSLC website](#).