

March 13, 2024

The USTA North Carolina has been charging a Head Tax of \$3 per registered player in what we have referred to as “Growth Leagues”. Growth Leagues have been run through Serve Tennis, TennisLink, and other platforms by Community Tennis Associations (hereinafter “CTAs”). The Head Tax ensured USTA North Carolina support of the program through forms of marketing materials and administrative support.

Note: The Try Tennis® program is NOT considered a Growth League or Program for the purpose of this proposal. Try Tennis® has a completely different head tax system which will not change with this proposal.

The purpose of this proposal is to

1. Recognize that there is a difference between programs that have previously been lumped together under “Growth Leagues” as they are quite different.
  - o Define the terminology of “Growth Leagues” and separate programs into two categories: “Growth Leagues” and “Growth Programs”.
2. Change how Head Tax is applied to registrations in “Growth Programs”. The purpose of this proposal is not to make a Head Tax changes to “Growth Leagues” (further defined below).

Rationale of proposal of change:

1. Support the implementation of Growth Programs that grow tennis without a detriment to CTAs of a financial cut
2. Allow CTAs to experiment with innovative Growth Programs that may grow tennis without a detriment to CTAs of a financial cut

Criteria for “Growth Leagues” vs “Growth Programs” has been determined indicating which programs the change options below would apply. (If there is question into which category a program falls and the host is interested in assistance from USTA NC, it can be reviewed by the USTA NC Growth Committee.)

Growth Leagues are now defined as follows:

- Leagues that are locally regulated leagues similar to USTA or NC Tennis Leagues
- Winners of team matches are determined by total number of courts won
- Tend to be offered to fill space in the calendar when USTA/USTA NC leagues are not typically held, but mainly pull from existing players within USTA
- Examples of a Growth League: Racquets and Jackets or Flex League

A Growth Program is now defined as follows:

A program run to encourage growth of tennis in North Carolina, introduce tennis to new populations, and/or engage current players in a different way. Growth Programs do at least one of the following:

- Use modified equipment (foam balls, different court space, etc.)
- Base team wins not on lines won (impact team tennis format, etc.)

- Provide clinics as part of the program (four week program with at least one week as play day, etc.)
- Example of a Growth Program: Bar League

Support offered from USTA NC for New Growth Programs Policy:

1. Eliminate head tax on Growth Programs that meet the above criteria and provide CTAs with assistance outlined below:
  - a. Administrative support from USTA NC staff during working hours (8:30AM-4:30PM, Monday through Friday)
  - b. For programs that have *at least* 4 sessions (Ex: at least 1 session recurring 4 times OR at least 4 single day sessions)
    - i. Up to \$1500 maximum program expense or marketing assistance per year for the first three years of a program
      1. Assistance can be in the form player gifts, winners gifts, court costs, equipment costs, etc.
    - ii. Up to \$500 maximum program expense or marketing assistance MATCH after the first three years of a program (proof of program expense or marketing spend must be shown to receive match)

Note: In order to receive assistance, Growth Programs must be run in Serve Tennis or TennisLink.

Note: Providers will not be able to double dip from different grants and assistance provided by USTA NC

Note: Growth Committee understands that USTA North Carolina may decide to offer less/no grants for Growth Programs in order to offset loss from lack of head tax collection.