

Strategic Plan

2025-2027

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Our Mission

USTA Atlanta promotes and develops the growth of tennis in metro Atlanta.

Our Values

Customer Service:

Our tennis communities are at the heart of our work. We strive to ensure that everyone impacted by our programs is satisfied with their experience and excited to come back and enjoy more tennis with us.

Constant and Clear Communication:

We want everyone, from volunteers to players to parents, to be informed and aware about our programs, our impact, and all the opportunities for people to engage with USTA Atlanta.

Member Appreciation:

Our members make our communities possible. We work to make sure every member feels appreciated, valued, and supported in their tennis journey.

Volunteer Appreciation:

Everything we do is enhanced by the time and energy our volunteers dedicate to USTA Atlanta. We want all volunteers to feel seen, recognized, appreciated, and supported by USTA Atlanta staff.

Strategic Priorities

Community Engagement & Visibility

Cultivate a vibrant tennis community across Atlanta by expanding USTA's membership base and fostering greater participation in the sport.

Strengthen Facility Partnerships

Increase access to tennis facilities that can accommodate a broad range of events across Atlanta through strategic partnerships and facility development.

Volunteer Development

Develop a robust, engaged base of volunteers dedicated to supporting USTA's programs and events to grow tennis in Atlanta.