

City of Conway Tennis Center at Laurel Park



Proposal for a New Recreational & Tournament Tennis Facility

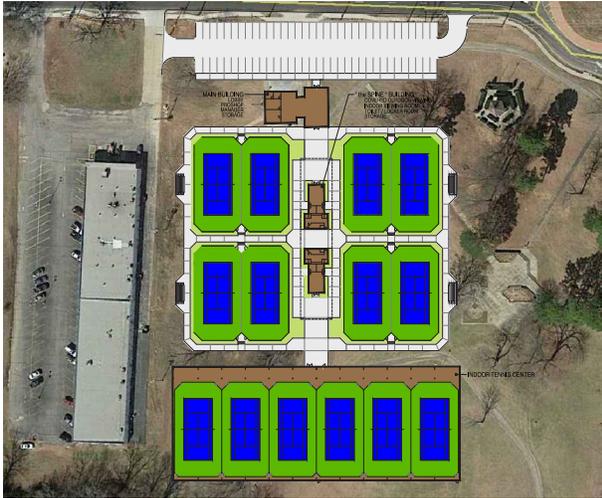
Presented by CATA
February, 29 2016



CONWAY AREA
TENNIS
ASSOCIATION

City of Conway Tennis Center at Laurel Park

Proposal for a New Recreational & Tournament Tennis Facility



BACKGROUND

Conway tennis facilities are inadequate for the needs of the community. Compared to other similar-sized cities, Conway is dramatically lagging in providing families opportunities for tennis play. Currently, organized tennis is not possible in Conway, greatly decreasing the citizens' opportunities for community events, physical activity, and resulting economic stimulation. The Community Area Tennis Association (CATA) and many other Conway area residents are supporting the development of a new tennis facility.



OBJECTIVE: For the city to prioritize funding for an indoor/outdoor family tennis and tournament facility.

Conway Area Tennis Association (CATA) has brought together a community coalition to facilitate this proposed development including representatives from schools and colleges, city parks, U.S. Tennis Association (USTA), businesses, and Conway residents. Additionally, representatives from surrounding smaller cities in the Conway area are supportive and involved with this plan. Considerable planning for this development has been accomplished and we now have a concrete plan for action. **We request funding for a new tennis facility to include indoor and outdoor courts to provide year round play.**

SCOPE

The City of Conway Tennis Center at Laurel Park is a NEW Indoor/Outdoor Tennis Complex with the goal of promoting and providing up-to-date facilities for Conway's, and the surrounding areas', ever increasing commitment to the sport of tennis.

The project consists of:

- 3,400 square foot entry building
- 2,600 square foot locker room and indoor/outdoor covered viewing "spine"
- Eight outdoor tennis courts
- 50,000 square foot center with six indoor tennis courts
- Parking
- Landscaping

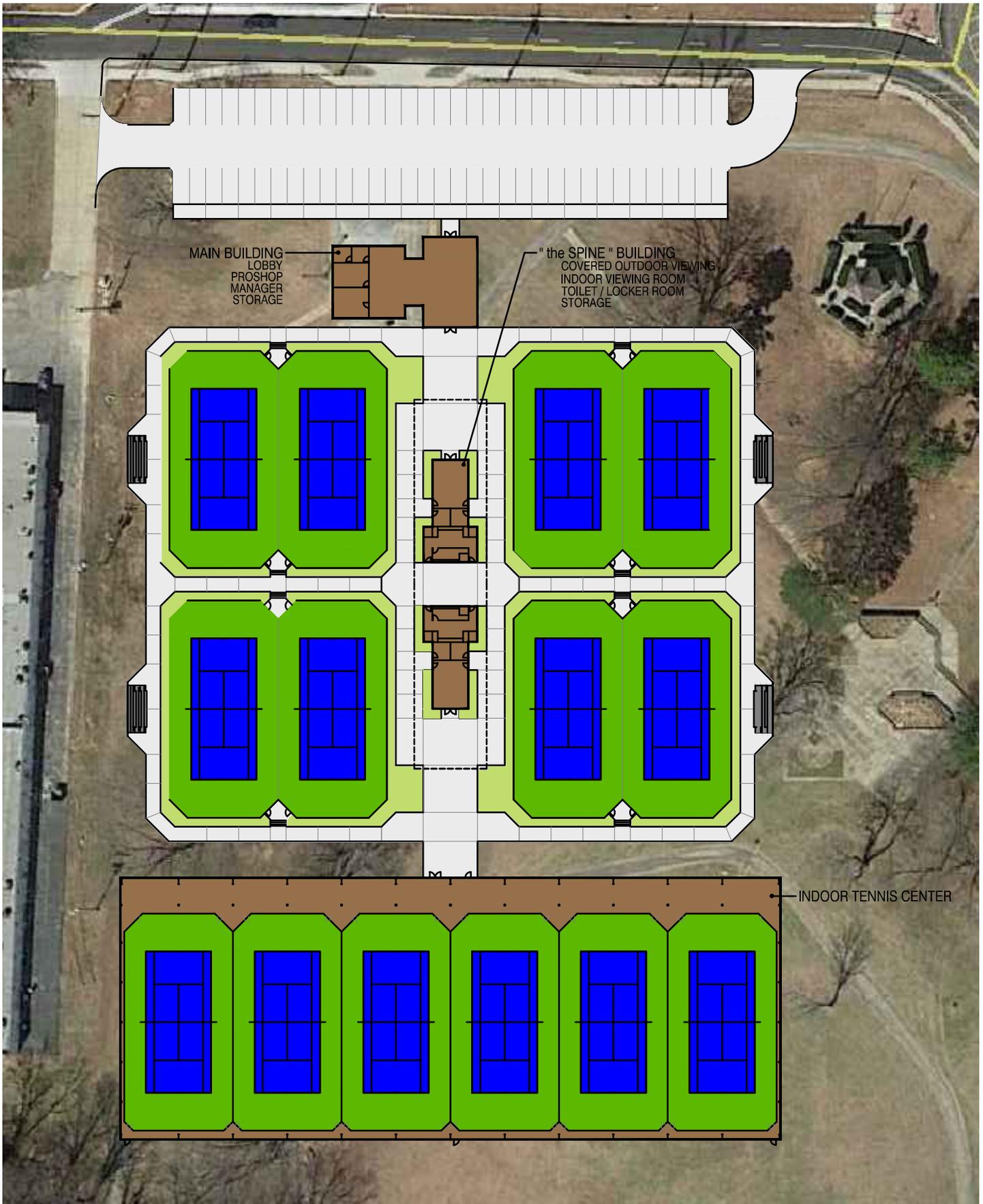
The entry building houses the lobby/gallery, the pro-shop and the manager.

The locker room and indoor/outdoor covered viewing "spine" is surrounded by the eight outdoor tennis courts and it's not only convenient to the players but it also provides clear court viewing.

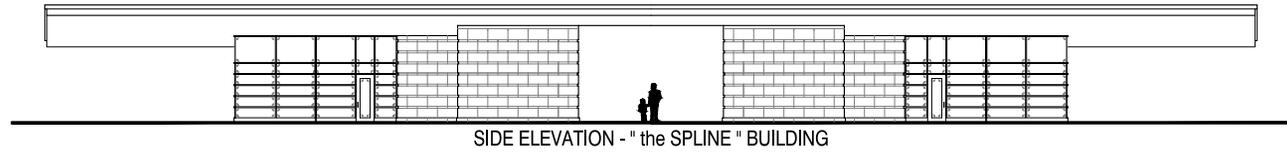
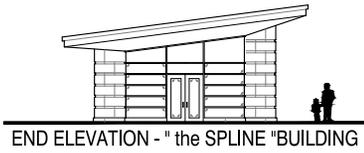
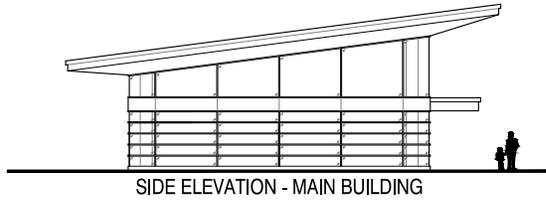
The indoor tennis court center contains six indoor tennis courts, a lobby, locker rooms and features the elevated viewing platform. We have estimated a cost of \$6 million.

TIME FRAME: We request 2016 budgeting for a 2017 start time for this project.

Proposed Plan for City of Conway Tennis Center at Laurel Park



Proposed Plan for City of Conway Tennis Center at Laurel Park- Elevations



CONWAY TENNIS CENTER
CONWAY, ARKANSAS

CRITICAL NEEDS

- Lack of Facilities**
 Based on a city population of 50,000, **50 tennis courts are needed** (data from USTA). Currently there are only 8 public tennis courts scattered throughout the Conway City limits. The number of indoor courts that are recommended is **1 per 10,000 residents**. Currently there are no indoor public courts in Conway. Clearly, this is insufficient for the needs of our City and to provide year round physical activity opportunities for all.
- Area Players Leave Conway to Play in Little Rock**
 Currently, Conway area tennis players drive to Little Rock to meet and play in Little Rock leagues at a variety of facilities. It is difficult to form Conway leagues or teams due to lack of practice or match space. Also, other city teams refuse to play in Conway due to its lack of facilities.
- Poor Quality of Existing Facilities**
 Existing courts are inadequate in number and in quality. There are only 8 public courts none of which can be reserved. Conway has not built a court in over 14 years, yet our population has increased dramatically. Existing courts all have deep cracks and uneven surfaces are a major safety hazard.
- Poor Outdoor Lighting Decreases Usage**
 Outdoor lighting on existing courts is inadequate for most of the courts. In the heat of the summer, courts would be used more in the cooler evening hours if lighted courts were available.
- Lack of Monitored Facility**
 With no monitored city-owned facility in Conway, existing courts are open to vandalism and misuse.
- Limited League Tennis Opportunities**
 There are not enough courts at any one site to host league team tennis matches.
- Inability to Host Tournaments**
 Since there is no monitored facility with enough courts, it is impossible to hold tennis tournaments or U.S.T.A.- sanctioned play, causing Conway to lose precious visitor dollars.
- No Reservable Public Tennis Courts**
 It is not possible to reserve any city tennis courts in Conway today. The ability to reserve the three private courts at Hendrix is limited to the general public and is very costly.
- Lost Tennis Learning Opportunities**
 Children, adults and seniors have limited opportunities to learn the life-long sport of tennis. Virtually all tennis pros have left Conway due to the lack of facilities. And existing pros have waiting lists.

BENEFITS

- Encourage Growth of Tennis**
 Growing tennis in Conway is currently very restricted, limiting opportunities for our children, students, adults, and older adults to engage in lifelong physical activity. Having a state-of-the-art facility would support the sport as well as attract out-of-town players and families to the community.
- Year-round Opportunities to Play**
 This plan will benefit all Conway citizens by providing a facility for year-round play.
- Economic Development**
 Tennis is big business! It is estimated that **\$150 is generated in local economic activity per person, per event**, when people come to a city for tennis play. This figure does not include shopping or other activities that would bring revenue to our city.

 Adequate tennis facilities enhance Conway's ability to bring businesses, families and individuals into the city. The presence of tennis facilities improves city rankings thus making it more attractive.
- Ability to Host League Play and Tournaments**
 League and tournament play would grow in Conway with many players joining local teams and other teams traveling here to play. This facility would allow Conway to bid on existing statewide and regional USTA tournaments and initiate new tournaments that are common in communities of similar size. It would also greatly enhance the ability to host play and tournaments for Conway High School and local universities.
- Increased Demand**
 As per the numbers in chart below, it is clear that with adequate tennis facilities, the growth in tennis players will increase similarly to that of the soccer and baseball communities in Conway that have grown over the last 15 years. Increased demand will support the use and maintenance of the proposed facility.
- Better Quality of Life**
 Tennis is a low-cost, lifelong sport that can be played into old age. Physical activity could be promoted in accordance with the *Governor's initiative for a Health Active Arkansas*.

TENNIS PLAYERS IN CONWAY AREA	
USTA Nationwide	USTA Locally
Total USTA Members 700,000	Local USTA Members 273
Total Core Players 9,910,000	Local Core Players 3,985
Total Recreational Players 17,900,000	Local Recreational Players 6,980

**For these purposes, "local core players & local recreational players" data was extrapolated from the nationwide data relative to the known number of local USTA members.

The chart to the right illustrates the potential number of core tennis players and total recreational tennis players in the Conway area relative to current USTA membership. Core Players are defined as playing 10+ times per month. The Conway area consists of the following cities and is quantified by the number of USTA members in those cities. (Conway, Center Ridge, Enola, Greenbrier, Mayflower, Morrilton, Plummerville, Vilonia, Wooster and Russellville)

Potential Tournaments



CONWAY HIGH SCHOOL

- **Conway Open Tournament**
(CHS fundraiser tournament) - Past year had 72 kids from the surrounding areas. 2 day tournament with Doubles on Friday and Singles on Saturday. Average of 5 kids for overnight stay.
- **Conference Tournament**
2 day tournament with 8 teams from 7A conference. Brings an average of 2 teams for overnight stay.
- **State Tournament**
2 day tournament with a possibility of 16 teams with average of 8 teams for overnight stay.
- **CHS Spring Tournament**
CHS would like to start hosting a spring tournament to keep kids involved.

CATA

- **Toad Suck Daze Tennis Tournament:**
Non- Sanctioned Recreational Tournament during Toad Suck Daze, open to non-USTA members.
- **Jack Logan Memorial Tournament**
(A.K.A. Conway Tennis Ball) Recreational non-sanctioned, one day format tournament for multiple levels of play.

USTA

- **The USTA has many tournaments** throughout the year on which Conway can bid. The City of Conway could expect to host annually at least 10 Junior and 10 adult tournaments. Approximate attendance would range between 20 to 250 players per tournament. *(Data courtesy of Deanna Garretson- Executive Director at USTA Arkansas)*

Competitive & Recreational Use

UCA

- **Team Matches**
UCA Team plays 6-7 matches in January & 6-7 matches in February.
- **Round Robin Matches with Multiple Schools**
Guarantees round robin matches for UCA and incoming opposing teams. Would bring a minimum of 14 matches in this time frame.
- **Inclement Weather Use**
Cold and rainy weather typically requires a need for indoor courts at least twice in the spring, generally in March and April.
- **Fall Tournaments**
UCA hosts fall tournaments so having another indoor/outdoor facility nearby would allow more teams to be invited.
- **More Matches**
Another four dates of competition could be added.
- **UCA Lacks Indoor Facilities**
The indoor facility would be used by UCA for practice as often as possible.
- **Multiple Use**
It would be used for team and individual practices in October through November and again in the spring. Players could use in the off-season.
- **Daily Use**
The UCA coach would use one court during the week from 10:00 AM till 3:00 PM each day.

USTA

- **Endless Opportunities for All Ages**
League Tennis USTA adult and junior leagues run year-round offering the best in competition and camaraderie for recreational players, leading to sectional and national championships.

Indoor and outdoor courts would allow Conway to host USTA league play in addition to local tournaments and play days. USTA League Teams would reserve 3-5 courts per league match played. Coordinating league matches would involve hosting half of the season's matches at home in Conway.

The average team consists of 12 to 16 players. League play divides teams into multiple age groups, with multiple levels of ability in each age group. Age ranges for juniors include 5 & under, 10 & under, 12 & under, 14 & under, 16 & under and 18 & under. Age ranges for adults are 18 & over, 40 & over 55 & over, 70 & over and 80 & over. Combination (men & women) teams and interim teams are also part of league play.



(2015 Conway League's Jr. Team tennis teams at the state tournament. Other photos courtesy of the USTA.)

CATA's mission is to promote and develop tennis and tennis programs in the Conway area.



CONWAY AREA
TENNIS
ASSOCIATION

Potential Grant Sources

USTA

- Facility Assistance Grant**
Up to \$20,000 for New Construction
 USTA National Grant is offered with a rolling grant application deadline. The USTA Facility Assistance program can offer you and your community assistance with technical and financial resources.

The UTSA professional construction document review ensures that you and your community are investing in a long-term tennis court solution that will work for you and meets or exceeds industry standards. All of these resources are free of charge to you and your community. Financial grants are available for new construction in addition to court resurfacing. New construction grants are available for up to 50% of the total cost for the project not to exceed a \$20,000 max grant.
- Southern Build It Forward**
Up to \$20,000 for New construction, Expansion or Reconstruction
 USTA Southern is looking to provide assistance with tennis court construction and reconstruction. Providers must first complete the USTA Facilities Assistance Grant. Each grant will have a cap of \$20,000 for new construction, expansion or reconstruction.

STATE OF ARKANSAS

- Arkansas Tennis Patrons Grants:**
Amounts Vary
 Through support of the Arkansas Tennis License Plate and generosity of the Arkansas Tennis Patrons, grants are provided for community based tennis court projects. Each year the Arkansas Tennis Patrons Foundation reviews grant applications for funding for basic improvements, structural improvements or new construction of community based tennis courts. Applications for grants are available from August to November with the grants awarded in January. Communities may receive funding for basic improvements such as windscreens, nets and/or minor improvements, as well as resurfacing, structural improvements or new construction.
- Other state, federal and school shared-use grants can be pursued.**