

## 2017 Program Grant Application

### Organization Information

Applicant must be a USTA Member Organization to receive grant. Individuals are not eligible.

Community Tennis Association Name/Member Organization Name \*

Lexington-Fayette Urban County Government (LFUCG) – Division of Parks and Recreation

Community Tennis Association/Member Organization USTA Number \*

2010771422

Program Name \*

Lexington-Fayette County Parks and Recreation Summer Camp Program

Program Contact \*

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### Program Details

Type of Grant Requested (Separate application required for each) Special consideration for applications with focus on Hispanic population and inclusion. \*

- Diversity – promote/develop tennis for underserved populations  National Junior Tennis & Learning – promote/develop NJTL programming  Special Populations – promote/develop tennis programs for people with intellectual disabilities  Wheelchair Tennis – promote/develop the growth of Wheelchair tennis

Program Location \* Shillito Park

Program Dates \* June 5<sup>th</sup>-July 28<sup>th</sup>

Program Description\* For 20 years the LFUCG Parks and Recreation has provided a low cost, summer tennis and swim day camp. The camp is held Monday-Friday, 8:30am-4pm for ages 6-14. Three tennis instructors facilitate 4 sessions of the camp and there is a maximum of 30 campers per session. This cap

on numbers provides better teacher to camper ratios. The total number of potential NJTL youth that could be captured through a JTT non-membership program is 120.

Funding would be used to enhance this camp by being able to add an NJTL component. This has been a goal of the Athletic Director and securing training and implementation of the Academic Creative Engagement (ACE) curriculum has been a goal of the Athletic Director. With the training coming to the Southern section this coming October, staff would be able to attend and ultimately implement the ACE curriculum for the LFUCG Parks and Recreation Tennis Camp.

Plans for Program Sustainability \* The program has been in existence for more than 20 years and the opportunity to increase the educational and social components of the program will improve the overall experience of each camper. The program fee structure currently incorporates instructional/staffing costs and there are no court costs associated. Once the initial purchase of the ACE curriculum kits occurs, they can be used annually for years to come. Grant funding is a one-time expense and the program's long-term sustainability has been established. It is possible that the program, with the new ACE features, could be expanded through partnerships with the local indoor tennis facility, Lexington Tennis Club. With such an enhancement, the camp could be offered throughout the year.

#### Strategy to drive USTA Membership \*

Parks and Recreation would take advantage of the free 10 and under tennis memberships for programming. Discussions about making this program membership-based, along with other programs within the LFUCG Parks and Recreation, have been ongoing. Beginning the program would most likely be non-membership JTT. The programming would include instruction for several weeks, followed by match play experience and possibly an end of season tournament. These program elements would increase exposure to USTA programming and could result in USTA Memberships.

#### **Program Budget**

Grant Amount Requested for 2017 \* \$2499

Description of how dollars will be used to grow the game. Must be specific with items & amounts. \*

The grant funds will be used for to cover expenses related to the ACE training and the ACE curriculum. USTA requires that at least one staff member be trained on the ACE curriculum in order to be able to purchase the curriculum. Breakdown of the budget is as follows:

ACE Curriculum kits (5) One for each session and one for program expansion: \$1500

Travel/Hotel Expenses for Atlanta Training: \$720

Per Diem: \$200

Training Fee: \$79

Did you receive Program Grant in 2016? \* No

Grant Amount Received in 2016: n/a

Grant Amount Spent in 2016: n/a

Did you submit a 2016 Accountability Form? n/a

Yes  No