

## MISSION STATEMENT: To Promote and Develop Tennis for All

### STRATEGIC PRIORITIES

#### STRATEGIC PRIORITY ONE

IDENTIFY AND PURSUE GROWTH OPPORTUNITIES THAT WILL ATTRACT NEW AND DIVERSE PARTICIPANTS AND PROVIDERS, WITH A KEY FOCUS ON ADULT BEGINNERS, ADAPTIVE, FAMILY PLAY, AND AFTER-SCHOOL PROGRAMS.

#### STRATEGIC PRIORITY TWO

DESIGN AND IMPLEMENT A VOLUNTEER ENGAGEMENT INITIATIVE THAT RECRUITS NEW VOLUNTEERS, INCREASES ENGAGEMENT OF CURRENT VOLUNTEERS AT THE LOCAL AND SECTION LEVEL, AND INCLUDES A VOLUNTEER DEVELOPMENT PROGRAM.

#### STRATEGIC PRIORITY THREE

IMPLEMENT, EXPAND AND REFINE A QUALITY ASSURANCE PROGRAM IN PARTNERSHIP WITH USPTA THAT ENSURES AN EXCELLENT CONSUMER EXPERIENCE WITH ALL PRODUCTS AND SERVICES.

#### STRATEGIC PRIORITY FOUR

LEVERAGE USTA FLORIDA'S TENNIS MANAGEMENT DIVISION TO FURTHER OUR MISSION TO PROMOTE AND DEVELOP TENNIS FOR ALL, WHILE SETTING HIGH STANDARDS FOR CONSUMER OUTREACH AND PROGRAM DELIVERY THROUGHOUT THE STATE.

### CORE VALUES

1. We believe tennis is a lifetime sport that contributes to good health, character and responsible citizenship.
2. We believe in providing opportunities for everyone to participate, regardless of skill, age, physical ability, gender, ethnicity, economic background, or sexual orientation.
3. We believe that our mission can best be achieved through teamwork with staff, volunteers, community advocates, and strategic partners working together to advance our mission.
4. We believe in being good stewards of our financial and human resources, and creating clear value in all that we do.
5. We believe in a fun, positive culture that values new ideas and methods, without fear of failure.