



## **GROW THE GAME**

### **Grants & Loans Financial Program and Proposal Guidelines**

If you are a platform tennis enthusiast looking to add a court or multiple courts to your existing facility OR if you are trying to bring the sport to your area, the APTA's Grants and Loans program offers financial assistance to public-access facilities applicants that demonstrate financial need. We are here to help you every step of the way and urge you to take advantage of the proposal guidelines.

#### **ELEMENTS OF A SUCCESSFUL PROPOSAL**

##### **1. Proof of Public Access: Availability and Affordability**

In order to qualify for APTA Grants and/or Loans, a program and courts must be available and affordable to the general public through an open membership and represent a low-cost option relative to other opportunities for play in the region. Types of sites that would qualify include:

- A. Municipalities, YMCAs, public-access schools, and public-access platform tennis clubs (tax-exempt structured entities).
- B. Private clubs may qualify if able to prove a diverse membership and a dues structure and membership attainable for the general public.

##### **2. Demonstrated Need for a New Facility or Expanded Facility**

Successful proposals should indicate one or more of the following:

- A. Potential for new players and APTA members.
- B. Large pool of racquet sports players nearby.
- C. Existing base of platform tennis players.
- D. League play available within the area or the potential to create a league.
- E. History of an existing facility and discussion of capacity limitations or other factors driving the need for expansion or relocation.

##### **3. Committee with Diverse Skill Sets and Experience Supporting the Project**

- A. Most successful projects have had organizing committees of individuals with skill sets including fundraising, marketing & communications, finance, IT, construction, legal, etc.
- B. Engaging the assistance of a certified platform tennis professional in the development of the project and programming is strongly encouraged.

#### 4. Programming and Operations

Building or expanding a paddle facility is the first part of growing paddle. Having a plan for programming and operations is the next critical step to achieving long-term success. Proposals should provide the following information:

##### A. Administrative Operations

- What type of membership and court booking system will be used?
- For new facilities, what level of administrative staffing is included in the operating budget plan? For existing facilities, will current staff be able to handle the additional operating tasks?

##### B. Programming

- Will you have the services of full-time or part-time certified pros?
- Is there a commitment from the volunteer base to engage new players?
- Provide a sample monthly programming calendar with anticipated court usage and programming schedules.
- Provide examples of additional programming to engage and support new and current players.

#### 5. Financial Assistance Need and Proposal Request

- A. Description of the facility and court locations.
- B. Detailed cost of the total project and its components.
- C. Funding plan and delineation of its component sources. (*Substantial fundraising and financial participation by applicants is mandatory.*)
- D. Amount of grant and/or loan being requested, which includes the financial need for assistance. (*Any award amounts extended by the APTA will generally represent a relatively nominal percentage of the total project.*)
- E. Strong financial plan, including multi-year club and APTA membership growth projections, financial operating surplus projections (5 years suggested), and balance sheet projections if seeking **loan** consideration.
- F. Ability to begin construction within 12 months of the award. If the scope of the project changes, the APTA retains the right to amend the award.
- G. For prior grant and/or loan recipients, provide timing and amounts of previous APTA assistance, narrative describing the outcome from use of funds, and why the facility is returning for additional resources.

#### 6. APTA Membership Requirements

Annual APTA Club Membership will be required as part of the grant and loan agreements and the facility will be asked to actively promote and encourage its members to join the APTA.

### **7. Review and Execution of Grant & Loan Requests**

- A. The committee reviews applications semi-annually, subject to capital availability.
- B. Grant money is released by the APTA upon receipt of proof of construction commencing. Loans can be issued as soon as all appropriate loan documents have been signed and accepted.

### **8. Proposal Development and Communication**

Proposals are expected to be well-written and thorough in presentation. Regional committee members are available to advise and assist during the proposal development process. Past proposal examples, with similar characteristics as your project, can be provided by committee members for guidance. Applicants are expected to actively participate in information sharing and committee proposal review upon request.