

GROWING THE GAME OF PLATFORM TENNIS



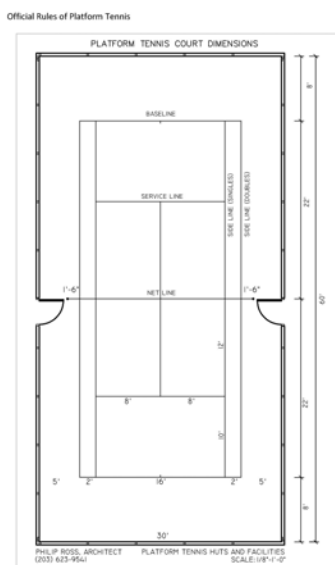
What Is Platform Tennis?

Platform tennis is a North American racquet sport played by hundreds of thousands of people of all ages and ability levels across the continent. Developed to be enjoyed outdoors in cold weather, it offers vigorous exercise combined with friendly interaction; more and more it is being played all four seasons. This unique game attracts people who desire fresh air, competition, and social engagement—even on a chilly winter's day or night—creating hardy, fun-loving communities.

The game is played on an aluminum deck about 1/3 the size of a tennis court and is surrounded by a 12' high "wall" made of taut, 16-gauge "chicken wire" fencing (also called screens), which the ball can be played off of, as in racquetball and squash. The court surface is infused with grit so that play can continue in inclement weather. Players often refer to platform tennis as "paddle" or "paddle tennis."

Platform tennis is a great game on many levels. Unlike golf or tennis, learning to play is relatively easy. In addition, strategy is as important as raw power. In that sense, platform tennis entails the power and speed of tennis mixed with the strategy and patience of chess. As a consequence, it becomes highly addictive.

Because of the screen play, points often last much longer than in tennis, so players move more and stay warm, no matter the temperature. Want a quick glimpse of the game in action? There are dozens of tournaments and highlights on the APTA YouTube channel.



Court Blueprint + the APTA Nationals in full swing



GROWING THE GAME

Why Is Paddle Tennis The Ideal Sport For Communities And Park Districts?

- It helps increase use of often under-utilized city parks during the winter
- It offers a truly affordable winter sport option where few exist
- It can be played by and between both men and women and by all age groups
- It is the only racquet sport you can play outdoors year-round in any weather
- The facility can be self-funding through memberships and court fees
- It provides a healthy, vibrant community during the fall and winter months
- It is easy to learn but hard to master; most players fall in love with it immediately
- The courts are relatively inexpensive to maintain
- It is a very social game, due in part to the small size of the court
- Platform tennis courts take up less space than tennis courts and can be built on sloped land or in low and wet areas where tennis courts may be prohibited
- Three platform tennis courts can fit in the space of one tennis court, so three times the revenue potential

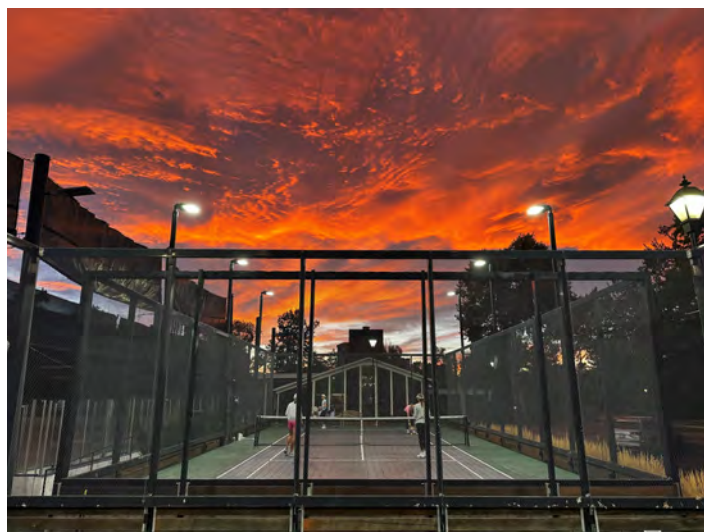
What Players Say About Platform Tennis

"It's the very best outdoor activity in town that is affordable to all age groups. Camaraderie, friendship, competition, social play, great time in the hut, girl's night out, men's and women's leagues, party rentals-- you name it, this sport provides it."

"Paddle tennis is a blast. The culture is one of good sportsmanship no matter where you play. I've made life-long friends anytime I travel and compete. I enjoy watching it just as much as being on the court."

"One word, addictive. My kids love it, my husband loves it, I love it. Can't get enough."

"There is something magical about playing at sunset, with the moon rising, seeing my breath, a little snow on the ground, wearing a wooly hat, and playing a really long point well."



Sunset paddle in Denver, Colorado



Juniors at a fundraiser for Charlie's Champions Foundation--Underage in the Cage, NY



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Public-Access Platform Tennis in Winnetka, Illinois: A Success Story

One of the most vibrant public platform tennis facilities is located in the northern Chicago suburb of Winnetka. While paddle was initially a sport reserved for members of private clubs, in 1978 a few enthusiastic residents of Winnetka joined together to convince the Winnetka Park District (WPD) that there was enough demand to justify allocating parkland to build two platform tennis courts. The Winnetka Platform Tennis Club (WPTC) was formed to provide a mechanism to raise funding and manage the paddle programs for residents of the village and surrounding communities. WPTC was tasked with raising 100% of the funds needed to build the courts and provide for all of the annual maintenance costs.



A snowy well-lit night in Winnetka

WPD created a Platform Tennis Enterprise Fund to own and manage the courts and hut. As the only public option at the time, new members flocked to the facility, and two more courts were soon added to meet demand. By 2000, the original hut, described by one member as “nailed together one weekend by a couple of guys,” became crowded and obsolete. In 2004, the WPTC conceived, funded, and built an award-winning paddle hut. This made Winnetka even more attractive; as membership grew, courts 5 and 6 were built on land adjacent to the hut a few years later.



A cozy eve in the hut after some hard-hitting paddle

The club added programming for this growing membership. A league for working women, an off-season league for the die-hards, and a men’s local league to accommodate overflow at Winnetka and Willamette (another large public-access facility in Illinois). Courts 7 and 8 went up. WPTC increased their men’s and women’s CPTC league offerings.

Their successful expansion relied on dedicated members who understood their community’s desires. They developed at a sustainable rate, fundraised well, worked with the APTA Grants and Loans program to secure funding, and coordinated with their local governance in good faith.

Winnetka is just one success story in Chicagoland. At least 7 Park Districts in all directions from the city have become paddle meccas. Affordability and inclusivity are just two reasons at least 40% of the teams in the CPTC league hail from public-access courts.



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If You Build It, They Will Come -- The Cleveland Flats Project



The Flats Platform Tennis Center is located under the Main Avenue bridge which links the east and west side of Cleveland, located on the grounds of the Cleveland Rowing Foundation on the Cuyahoga River. This innovative paddle project became part of the revitalization of a former industrial area, alongside new parks, bike paths, apartments, and breweries. The Flats PTC's main mission is growing paddle by lowering both the economic and geographic barriers to play. Since opening in December 2021, it is well on its way to fulfilling those goals.

After a successful fundraising and marketing drive during 2018-2020, the dream of Cleveland Flats became a reality. The APTA fell in love with this urban project and awarded the group its largest grant/loan ever. The CPTF board, comprised of pros, club players with board experience, and professionals in areas of finance, planning, marketing, etc., proceeded with their grand plan at a fast clip. They created programming for beginners/intermediates and tutoring for area students before the first hole was dug. "We just had genuine belief," said CFPT Board Chairman Sean Richardson. The facility now welcomes 140 members, many who have joined the Cleveland paddle league.



A summer program at The Flats Platform Tennis Center

The Flats runs a youth mentoring program with local urban schools during the school year, and with Open Doors Academy for a summer camp program, featuring paddle as one of the available activities. The Flats continues to entice its immediate neighbors and other Clevelanders to join the game. This urban paddle mecca has become a touchstone for platform tennis facilities looking for a solid blueprint mixed with flexible ingenuity.

APTA (American Platform Tennis Association) Follow us on Instagram/Facebook/TikTok

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Public-Access Platform Tennis Thrives Here (to name a few)

Atlanta, GA Baltimore, MD
Brookline, MA Chesterbrook, PA
Cincinnati, OH Cleveland, OH
Deephaven, MN Denver, CO
Essex, CT Garden City, NY
Gloucester, MA Hinsdale, IL
Lincolnshire, IL Maplewood, NJ
Mt Lebanon, PA Needham, MA
North Park, PA Rochester, NY
Rowayton, CT Stone Harbor, NJ
Stamford, CT Stonington, CT
Villanova, PA York, ME



Cost Estimates

The costs for creating a platform tennis facility will vary depending on a variety of factors such as location, site condition, and prevailing job wages. However, to give you an idea, here is an estimate for one court:

New Court: \$140,000 to \$180,000

Used Court: \$110,000 to \$150,000 depending on condition, availability, and type.

Yearly Maintenance: \$300+ for first four years.

Resurfacing (every 3-5 years): \$5,000

Heat can be costly if not controlled by a maintenance crew or club. Propane bills may be between \$2,000-\$10,000. (In areas where snow is infrequent, ground-level courts constructed on concrete pads may be a less expensive option.)

What Is The APTA?

The American Platform Tennis Association (APTA) is the governing body of the sport of platform tennis. We serve every player at every level. Our membership, over 36,000 strong and growing, is comprised of 95% league players and 5% independent players across the United States and Canada. The APTA oversees:

- The APTA Tour
- More than 250 annual tournaments, including 47 National Championship Events
- National Rankings
- Platform Tennis Index (PTI)
- Grants and Loans Program
- Junior Nationals
- League Management System
- Platform Tennis Hall of Fame
- Regulation of Equipment/Court Standards
- APTA website



For more information,
contact the American Platform Tennis Association,
the primary resource for everything platform tennis.
1-888-744-9490