

**BOARD REPORT**

NO. 23-046

DATE March 2, 2023

C.D. VARIOUS

**BOARD OF RECREATION AND PARK COMMISSIONERS**

SUBJECT: UNITED STATES TENNIS ASSOCIATION (USTA) 2022 WHEELCHAIR TENNIS GRASSROOTS GRANT – RETROACTIVE APPROVAL OF SUBMISSION OF FUNDING APPLICATION; ACCEPTANCE OF GRANT FUNDS, IF AWARDED

B. Aguirre \_\_\_\_\_  
H. Fujita \_\_\_\_\_  
\* B. Jackson *[Signature]*

M. Rudnick \_\_\_\_\_  
C. Santo Domingo \_\_\_\_\_  
N. Williams \_\_\_\_\_

*[Signature]*  
General Manager

Approved \_\_\_\_\_ Disapproved \_\_\_\_\_ Withdrawn \_\_\_\_\_

If Approved: Board President \_\_\_\_\_ Board Secretary \_\_\_\_\_

RECOMMENDATIONS

1. Retroactively approve the submission by the Department of Recreation and Parks (RAP) of a grant application, attached to this Report as Attachment 1, for a 2022 Wheelchair Tennis Grassroots Grant from the United States Tennis Association (USTA) (Grant), which was submitted without prior Mayor or Council approval due to this being a competitive grant with no City General Funds or matching funds required, as well as the notice of funding availability was published less than 61 days in advance of the application deadline, pursuant to Los Angeles Administrative Code Section 14.6 et seq. as may be amended;
2. Authorize RAP's General Manager or designee to receive the Grant and accept funds, if awarded, in an amount up to Five Thousand Dollars (\$5,000), from USTA, in support of wheelchair tennis through RAP's Play LA Youth Adaptive Sports program, subject to Mayor and City Council approval;
3. Direct RAP staff to transmit a copy of the Grant documents to the Mayor, Office of the City Administrative Officer (CAO), Office of the Chief Legislative Analyst (CLA), and to the City Clerk for Committee and City Council approval before accepting and receiving the grant award, pursuant to Los Angeles Administrative Code Section 14.6 et seq. as may be amended;
4. Designate RAP's General Manager or designee, as the agent to conduct all negotiations, execute and submit all grant documents, including, but not limited to applications,

## BOARD REPORT

PG. 2 NO. 23-046

agreements, amendments, and payment requests, which may be necessary for the acceptance and use of Grant funds;

5. Authorize RAP's Chief Accounting Employee or designee to establish the necessary accounts and/or to appropriate funding received within "Recreation and Parks Grant" Fund 205 to accept the Grant funds, if awarded, in an amount up to Five Thousand Dollars (\$5,000) from USTA, for wheelchair tennis through the PlayLA Adaptive Sports program; and,
6. Authorize RAP's Chief Accounting Employee, or designee, to make any technical changes, as may be necessary to effectuate the intent of this Report.

### SUMMARY

The 2022 USTA Wheelchair Tennis Grassroots Grant opportunity was offered to help grow the sport by bringing new players to the sport and/or keep pre-existing players through assisting with the costs of purchasing basic tennis equipment, program marketing, hiring tennis professionals to run clinics, or running social/one day tournaments. RAP staff was notified of this grant opportunity on October 24, 2022, which was due on October 31, 2022. The Grant application, attached to this Report as Attachment 1, was submitted to USTA on October 25, 2022.

The Grant will assist RAP with the purchase of new equipment such as rackets, tennis balls, nets, mini-teaching carts, or tennis ball retrievers to be utilized for RAP's PlayLA Adaptive Sports wheelchair tennis program, or to pay for tennis instructors or one day tournaments or other wheelchair tennis events. Through this Report, RAP staff requests approval of its submission of the application for the Grant and for the acceptance of Grant funds, if awarded, in an amount up to Five Thousand Dollars (\$5,000) from USTA.

### FISCAL IMPACT

Acceptance of this Grant will have no impact to RAP's General Fund and will provide essential funding to further enhance RAP's wheelchair tennis programs through the PlayLA Adaptive Sports program.

### STRATEGIC PLAN INITIATIVES AND GOALS

Approval of this Board Report advances RAP's Strategic Plan by supporting:

**Goal No. 2:** Offer Affordable and Equitable Recreation Programming

**Outcome No. 1:** Improved health and social equity for young Angelenos

This Report was prepared by Jennifer Sapone, Senior Management Analyst I, Program Grants Section.

### LIST OF ATTACHMENTS/EXHIBITS

- 1) Grant Application



## 2022 USTA Wheelchair Tennis Grassroots Grant Application

Google Forms <forms-receipts-noreply@google.com>

Tue, Oct 25, 2022 at 4:59 PM

Thanks for filling out [2022 USTA Wheelchair Tennis Grassroots Grant Application](#)

Here's what was received.

[Edit response](#)

## 2022 USTA Wheelchair Tennis Grassroots Grant Application

Dear Applicant,

The USTA Wheelchair Tennis department is thankful for your decision to apply for a 2022 grant. The funds are to be used in 2023, and we want to accomplish the following goals with this application:

1. Make it easy to apply.
2. Give clear direction on what is expected in the application.
3. Provide assessment criteria upfront so that applicants know how decisions are made.

In order to apply, simply fill out all fields below. We want to know how your program will help bring new players to the sport and/or keep pre-existing players. Grant funds may be used for:

- Paying tennis professionals to help run clinics
- Court fees
- Basic equipment
- Program marketing
- Costs associated with running multiple social/one day tournaments in Serve Tennis

We discourage applications that intend to use funds to travel to tournaments, that seek to pay for people to receive training or certification, that want to purchase multiple tennis wheelchairs, and applications that are geared toward running only one tournament.

If awarded a grant, you must agree to the following:

1. Actively recruit new players.
2. Fill out reporting surveys in a timely manner. This includes responding promptly to phone calls/emails from staff or USTA Wheelchair Tennis Committee Members.
3. Host a one day tournament/social (more details will be provided by staff if you are awarded

a grant).

4. Grow the sport.

To help you with the submission below is the assessment criteria that will be used.

- Articulated need for funds
- Assessment criteria to track player improvement and satisfaction
- A well-proposed program
- Whether the applicant is truly a grassroots program
- Professional presentation of the application

Applications are due no later than October 31, 2022.

Email \*

[REDACTED]

Applicant's/Organization's Email Address \*

[REDACTED]

Name of Primary Organization Contact \*

[REDACTED]

Name of Company/Organization

City of Los Angeles Department of Recreation and Parks

Full Address of Company/Organization \*

[221 N. Figueroa St., Suite 350, Los Angeles, CA 90012](#)

Company/Organization or Primary Contact's Phone Number \*

[REDACTED]

Please provide a brief synopsis of your current program. If your program is new, explain what you intend to do. \*

The PlayLA Youth Adaptive Sports program is a new program, with 2022 being the first year of programming offered by the City of Los Angeles Department of Recreation and Parks. PlayLA Adaptive Sports Program's goal is to provide recreational opportunities to youth with disabilities ages 5 - 17. PlayLA Adaptive Sports aligns our sports program to reflect selected sports for the upcoming 2028 Los Angeles Paralympic Games. These sports include but are not limited to Blind Soccer, Para Surfing, Para Equestrian and Wheelchair Tennis. PlayLA Adaptive Sports wants to create a safe and accessible Adaptive Sports program for participants to enjoy. Exposure to these paralympic sports will inspire youth and their families to participate. The PlayLA Wheelchair Tennis program will focus on offering beginner and intermediate tennis skills instruction to youth. This program will provide access to the sport of Wheelchair Tennis and could possibly open the door for participation in higher levels of competition.

The basic premise of the Grassroots Grants is to bring new players to the sport and retain newer players. Explain how you plan to accomplish this. Please list the program's goals as well. \*

The PlayLA Adaptive Sports program is in the first year of the sports rollout. PlayLA Adaptive just hosted inaugural Wheelchair Tennis Clinics that are designed for all levels of players to come out and learn basic tennis skills. Currently, we are on track to build upon the success of the first program year. With resources and support of a professional marketing and outreach company, we will continue to market the Wheelchair Tennis program and offer it as one-day clinics until the start of the next season in the Summer. At the one-day pop up clinics, PlayLA intends to expose youth to the wheelchair tennis program to get them interested and excited about the sport. We will compile an outreach list from these events to continue marketing to newer players. PlayLA will maintain direct communication with players and their families to keep participants engaged and informed about our wheelchair tennis opportunities. To retain newer players, PlayLA will provide clinics, equipment and coaching to these individuals. Each new player will be provided the opportunity to continue refining their skills through programs at Department of Recreation and Parks' tennis facilities. Players will have the opportunity to use the courts free of charge. The goal for PlayLA is to introduce and retain enough wheelchair tennis players so that the program is able to begin hosting competitive matches, hopefully growing into large scale tournaments and leagues. This program will hopefully serve as a feeder system for the US National Team and Paralympics.

What challenges do you anticipate and how do you plan to mitigate them? \*

While there are challenges to any new program, PlayLA is prepared to manage all of the challenges that will come along. The biggest challenge that is anticipated is getting the word out about our program. Utilizing traditional marketing strategies, PlayLA plans to spread information and knowledge about their programs using several communication forms. PlayLA will utilize fliers advertising the clinics to youth, distributing to schools, hospitals, churches, neighborhood councils and resource fairs. PlayLA has created our own social media platforms to allow us to engage with prospective participants as well as a way to communicate with the public and post upcoming information for the program. Social media will allow PlayLA to reach more prospective participants since posts are not limited by geography.

Have you received any grants within the past year? If so, from what organization and how much was the award? Please also include non-monetary grants. \*

No.

What grant amount you are seeking? Requests should not exceed \$5,000. \*

PlayLA Youth Adaptive Sports is seeking the full amount of \$5,000 to benefit our Wheelchair Tennis Program.

Give a brief rationale on how the funds will be used. \*

Funds from this award will be used to hire and pay for training by professional tennis instructors. Funds will also be used to buy new equipment and upgrade old equipment including Rackets, Tennis Balls, Nets, Retrievers and Ball Carts.

How do you plan to sustain the program in the future? \*

PlayLA Adaptive Sports plans to sustain the program through departmental funds to keep the programs going. The Wheelchair Tennis program will use Department assets, including courts, instructors and equipment to continue the Wheelchair Tennis program.

How do you plan to assess the program in order to meet the goals you have outlined?

PlayLA will look to assess the program through the use of data for the program and measuring the growth of participation. Overall participation in the program with increased and sustained numbers of participants will be viewed as a success.

By writing your name below, you are committing to meeting the aforementioned expectations of the grant. \*

Jennifer Sapone

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