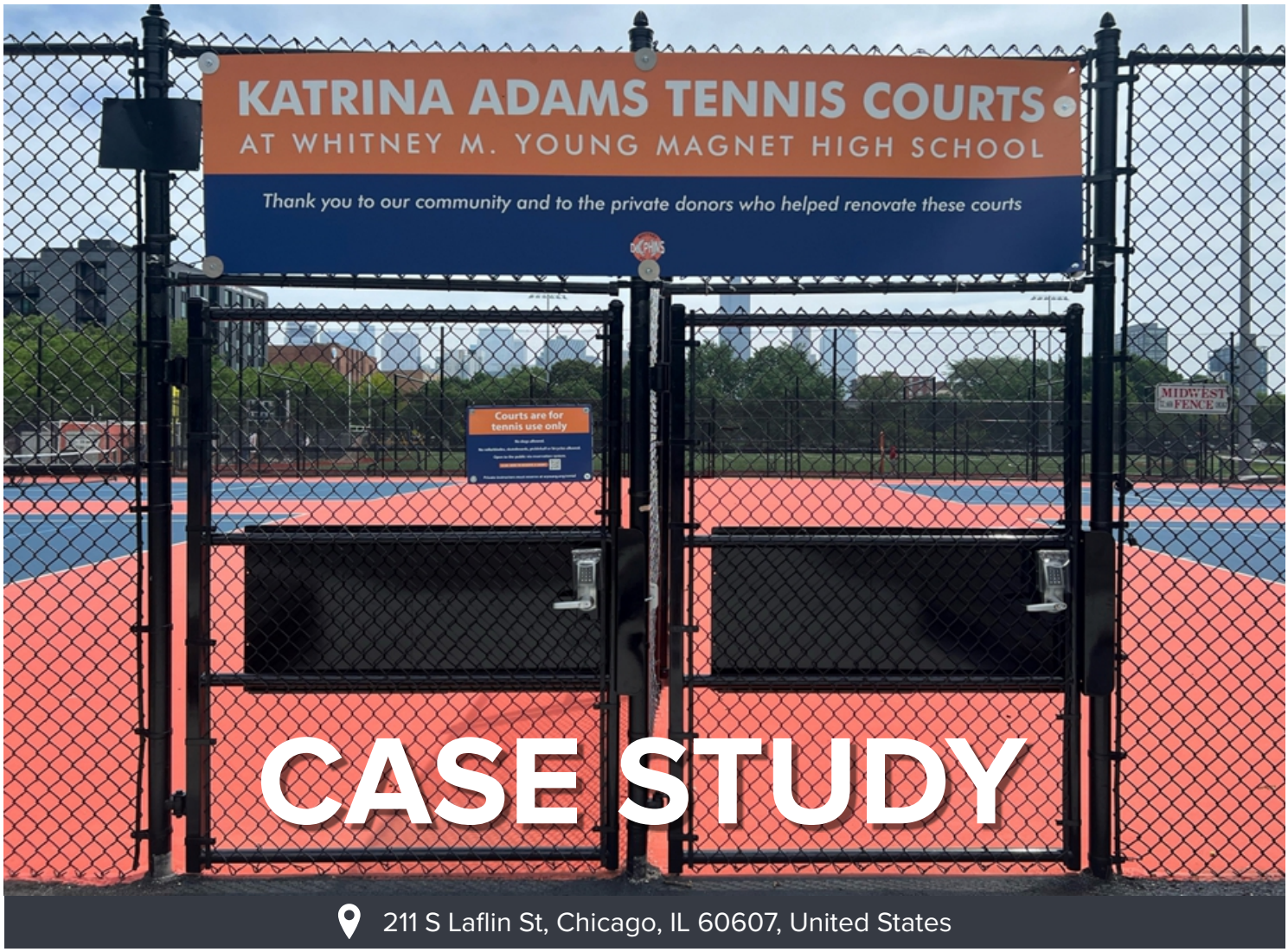
SmartAccess entry HD

USTA SERVE TENNIS




# CASE STUDY

211 S Laflin St, Chicago, IL 60607, United States

The tennis courts at Chicago's Whitney Young HS were in major disrepair and unsafe for play. The courts were a cost to the facility and provided no means of revenue generation.

A $70,000 grant from the US Tennis Association and three years of fundraising, spearheaded by Katrina Adams, Whitney Young alumni and former professional tennis player after whom the new courts were named, made renovation possible.

The project began in March 2022 with complete resurfacing, new lines for the courts, and other improvements, including SmartAccess's innovative **Entry HD** gate system.

The grand re-opening of the courts took place in July 2022 with Katrina Adams cutting the ribbon at the ceremony.

> "This has made a huge difference in not only building a tennis community, but also generating funds to continue to maintain and upgrade our facility."

**Carl Abram, Whitney Young High School Tennis Coach**

## THE RESULTS

As a result of the SmartAccess system, the courts now generate a significant source of revenue.

**500+**

Since reopening in mid-May and through to July 2022, the courts have been booked over 1,300 times with over 500 unique players.

**72.3%**

During the weekend hours in July, the courts saw an average occupancy rate of 72.3%; this vital data was previously untracked.

**87%**

Of the unique players, 87% created a new USTA account, meaning they were players previously unknown to the USTA.

SmartAccess entry HD

powered by USTA SERVE TENNIS

Building engagement in sport through technology and insight.
Find out how we can help grow your sport.

# Automate your sports venue with the complete online management system

## Club Benefits:

✓ **Efficiency:** With all bookings taken online, and your access and lighting control fully automated, staff are freed up from having to administer player sessions in-person.

**Increased Revenue:** Serve Tennis's platform allows players to pay securely at the time of booking, streamlining your revenue whilst decreasing overheads.

**Peace of Mind:** Ensure the only players who have access to your courts are those who are authorised.

**Retention:** A user-friendly booking experience, with hassle-free access, will enhanced player satisfaction and loyalty.

£ **Memberships:** Offer member packages via Serve Tennis's secure platform.





## Player Benefits:

**24/7 Accessibility:** Using the online Serve Tennis platform, players are able to book and securely pay for their next session at their convenience, even outside of club opening hours.

**Real-time Availability:** The Serve Tennis platform updates in real-time so players can see up-to-date court availability and open time slots.

**Seamless Experience:** With a user-friendly booking system, and easy access to the venue with unique access codes, the player experience has never been better.

**Automated Lighting:** Floodlights will turn on prior to the session, before powering down once it's over.

**Safety:** No need for players to worry about anti-social behaviour spoiling their game.

**playtennis.usta.com/smartaccess**
**smartaccessusa.com**

