

2020 USTAF COVID-19 Survey Memo

July 2020 | updated August 2020

This memo summarizes key data points collected from National Junior Tennis and Learning organizations and chapters (NJTLs) revolving around key organizational data points such as financial measures and youth programming during the current global pandemic. These data points were selected by the leadership team of the USTA Foundation (Foundation). Data points are drawn from the Foundation's COVID-19 Update Survey administered to the network of NJTLs. These three pages are a summary of data points taken from the a more detailed report.

The original version of this memo was developed in July 2020. This version (August 2020) updates the data to 22 additional chapters that had not responded in time for the original memo. The survey opened on June 26; it closed August 17.

This 2020 USTAF COVID-19 Survey Memo (Memo) is intended for informational purposes, to help better understand the status of the NJTL network. With this Memo's data, it is the Foundation's hope that it will be used as a tool to assist chapter needs during these difficult times. To use data contained herein, it must be attributed to this Memo – specifically stating the USTA Foundation's 2020 COVID-19 Memo. Using this data without attribution, as well as sharing this report, is strictly prohibited without the Foundation's advance, written consent.

Key Findings

- **CASH BALANCE:** Overall, the network trends closer to lower cash balances with 68% of responding NJTLs reporting a balance of under \$100k. Combined, all respondents have a total cash balance of \$30,384,096 and an average cash balance of \$159,916.
- **REVENUE:** On average, responding NJTL chapters anticipate a 20% decrease in revenue through the end of the year.
- **OPERATING RESERVES:** 13% (26) reported less than 1 month, 25% (49) 1-3 months, 21% (42) 4-6 months, 19% (37) 7-11 months, and 23% (46) 12+ months of reserves. 67% of One-Star Chapters and 59% of Network Members have 6 months or less in reserves. 21% (20 of 97) of Network Members had less than 1 month.
- **INVESTMENTS:** Only 21% (41 of 200) reported having investments, only 24 of those (59%) had immediate access to those investments if they were needed to cover overhead. 13 of the 41 have made changes to their investment portfolio since April 1st, 2020.
- **DEBT:** Most of the responding chapters did not report any debt (74% or 52 responding chapters). The average debt, among those reporting debt, was nearly \$1.3 million, mostly due to a few large mortgage or long-term installment debts held by 9 chapters.
- **PPP & EIDL:** 44% (88 of 200) reported the submission of an application for PPP and 89% (78 of 88) of them received funding. 96% (75 of 78) indicated they were tracking expenses to receive forgiveness. 17% (33 of 200) applied for EIDL and 67% (22 of 33) were funded.
- **PROGRAMMING PARTICIPATION:** Overall chapters anticipate a considerable decrease (-44%) in the amount of youth participants compared to their 2019 number. Two-Star chapters reported a higher anticipated decrease (-52%) relative to the other star level categories. Overall this represents an average loss of about 287 participants per chapter.
- **PROGRAMMING SITES CLOSURES NOW/FALL:** 33% (65 of 200) report at least some of their sites/locations will be closed for the fall.
- **USTAF ONLINE RESOURCES:** 83% (165) found USTAF's online educational resources distributed weekly from March to June helpful. Of those who responded "No" to finding these resources helpful, the majority noted that they were not aware of the resources, have not had time, or have not had participants.

- **USTA TENNIS AT HOME NEWSLETTER:** 59% (118) were able to utilize USTA Tennis at Home over the past few months, which combined tennis activities with a weekly USTA Foundation math and literacy prompt.
- **USTA NET GENERATION LIVE:** 47% (94) reported that they were aware of “Net Generation Live” and on average used the live or recorded sessions about **three times** over the last few months.
- **LEVEL OF SUPPORT & CUSTOMER SERVICE:** Chapters were overwhelmingly satisfied with USTAF’s support: 92% were very satisfied (126) or satisfied (57), 8% (15) were neither satisfied nor dissatisfied, and 1% (2) were dissatisfied.
- **URGENT NEEDS:** Each chapter was asked to list their three top urgent needs. The five most common answers were Funding (71), Tennis equipment (39), PPE (24), Virtual Engagement Tools (21), and Marketing/Engagement Tools (19).
- **REQUESTED TRAINING TOPICS:** Each chapter was asked to list training topics that could be most useful at this time. The five most common answers were Fundraising during COVID (42), COVID Best Practices for safety, on and off court (24), Trauma Informed Coaching/D&I/Social Justice/Cultural Sensitivity Training (23), Updated Net Generation and other tennis activities retooled for COVID/Social Distancing (17), and Board Development/Governance (15).

About this Memo

Data Source and Data Quality

The data used in this memo is from the second USTAF COVID-19 Update Survey. Of the 253 organizations in the NJTL network, 200 responded to this survey, which is a 79% response rate. The data is self-reported and lightly validated by the Foundation.

Star-Level	# of Respondents	# of Chapters	Response Rate
Network Member	97	140	69%
One-Star	49	59	83%
Two-Star	25	25	100%
Three-Star	4	4	100%
Four-Star	25	25	100%
Combined	200	253	79%