



## **Tennis Welcome Center of the Month: Reed-Sweatt Family Tennis Center**

The Reed-Sweatt Family Tennis Center in Minneapolis, MN, is a facility that opens its doors to players of all abilities, ages, and demographics. This 11-court indoor tennis center has something for everyone, but knows that one of the most important things for a successful facility is to always be bringing in new players.

“Becoming a Tennis Welcome Center really helped us put our name out there to new players,” says Mike Vidmar, General Manager of The Reed-Sweatt Family Tennis Center. “Helping new players get into the game or getting that former player reintroduced is huge in this industry. We are open to the public and very accessible so we thought this would be a good way to broaden the exposure.”

Reed-Sweatt has done its job in getting new players and returning players into the game and it shows by their full courts and 1,300 of their players involved in leagues. There have been a few key items that have helped them retain these players after their first or second clinic.

“We offer three different types of programs for the beginner: One for people who have never picked up a racquet before, a refresher for those who used to play, and one in the middle for those who may have taken a few lessons but still haven’t figured everything out yet,” says Vidmar. “Not every beginner is the same level and this helps to put them in a program that they can learn the best and be with others around their same ability.”

Reed-Sweatt also offers what they call “tweener” leagues—for those players who may be between a 3.0 and 3.5, or a 3.5 and a 4.0. It helps them make the transition up to a higher league without moving up too quickly and losing right away.

The center also has extensive junior programming with 14 different levels of play. Young kids begin in the “Kid’s Kort” on a court 1/3 the size of a normal court with pressureless balls. Programs go up to competitive juniors who have the opportunity to participate in one of four sanctioned tournaments Reed-Sweatt hosts.

In the winter, Reed-Sweatt Family Tennis Center gives back to the city when it opens up its courts to Inner City Tennis ([www.innercitytennis.org](http://www.innercitytennis.org)), which runs three free clinics on the weekends for kids in the program and also hosts an annual charity event for the organization.

In a city as large as Minneapolis where there are many options for people to play tennis, Reed-Sweatt has managed to stay on top by offering quality programs with great prices. “People know what they’re getting when they come to our facility,” says Vidmar. “We

have 1,300 people who play in our leagues and the players appreciate how well it's organized. They know they are always going to get a competitive match."