

# Parks & Recreation Tennis Spotlight

JULY 2025

## EFFECTIVE PARTNERSHIPS: HOW COLLABORATION IS DRIVING TENNIS GROWTH IN NORTH CAROLINA

The Town of Apex, North Carolina, is an excellent example of how a collaborative spirit can transform a community. Over the past 15 years, the Town of Apex has expanded its tennis offerings from just a handful of programs to a comprehensive lineup catering to all ages and abilities, including adult league play, vibrant youth clinics, and inclusive programs for individuals with intellectual disabilities. The town is even poised to launch wheelchair tennis, further broadening its reach.

This remarkable growth is a testament to the strong partnership between the Apex Parks, Recreation & Cultural Resources Department (APRCR) and the Western Wake Tennis Association (WWTa). Recognizing the value of specialized tennis expertise, APRCR empowered WWTa to manage and expand these community programs. This strategic collaboration has brought hundreds of new players onto the courts since 2019, successfully guiding them from introductory classes to continued participation through WWTa's pathway of programs.



This dynamic partnership allows APRCR to deliver a wide array of sports and activities, including tennis, to bolster the health and wellness of the local community. It's a prime illustration of how effective collaboration can maximize resources and broaden impact.

The Town of Apex's support for tennis also includes a commitment to outstanding facilities. Their newly resurfaced tennis courts further underscore their dedication to creating a thriving tennis environment for all.

Through this powerful partnership, APRCR and WWTa are providing exceptional opportunities for their community to enjoy the lifelong benefits of tennis, widely recognized as the world's healthiest sport. Studies show that tennis can add nearly a decade to players' lives, offering significant health and wellness benefits regardless of age or skill level.

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*Do you know a park agency that exemplifies best practices and outstanding contributions to your community's tennis landscape? We want to hear about them! Click [HERE](#) to submit a nomination for our next Parks & Recreation Tennis Spotlight!*

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