



Squash for the 21st Century

Building a Squash Movement from the Ground Up

Table of Contents

- The Project
- Where is Squash Today?
- Squash Business Structures
- Examples of Squash Business Structures
- The Range of Programming Offered at Squash Facilities
- Marketing Strategies
- Squash and Education Alliance
- Non-Profit Case Studies
 - Access Youth Academy
 - Public Squash
 - Portland Community Squash
 - SquashWise
- Commercial Club Case Studies
 - Boast Squash
 - Charlotte Squash
 - Scenic City Squash
- Institutional Case Studies
 - Green Farms Academy
 - University of Alabama
- Relevant Squash Articles
- Special Thanks



The Project

With squash on the **growth trajectory**, US squash wants to enable individuals to grow the sport. Especially within the last decade, founders of squash facilities have become **entrepreneurial** in their pursuits.

US Squash recently conducted research on squash facilities throughout the U.S., varying in location, size, and business structure. The research is composed of a mix of primary and secondary sources, such as **interviews with squash specialists, surveys, and relevant articles**.

US Squash is the only national governing body and membership organization for the sport of squash in the United States, this guide can help **lead squash's growth and development** by increasing **access and awareness**, supporting **meaningful lifelong engagement in the sport**, and encouraging **sportsmanship** while achieving **competitive excellence at the highest levels**.

Where is Squash today?



A Global Sport - Played in
185 countries



About **20 million** squash
players on **50,000** courts



Forbes ranked squash the
world's **healthiest sport**
for getting and staying fit



Burn **750 - 1,000 calories**
in 1 hour



12th fastest growing sport in
the USA at a **32.6% increase**
over the past **3 years**



61% increase in the number
of **club** and **varsity college**
programs

Squash Business Structures

Community Squash

- Values are inclusivity. Focuses on squash, wellness, and academic excellence
- Integrates the local school program, squash and education alliance, and memberships

Urban Squash

- Associated with the squash and education alliance
- Mentorship opportunities
- A pipeline to higher education using squash as a vehicle

Institutional Squash

- Academic and university facilities that supplement a squash program
- Institutions may partner with urban squash programs and rent out courts

Commercial Squash

- Priority is to create a High-Performance Training Environment
- Private clubs
- Revenue drivers are membership

Examples of Squash Business Structures

Based on the various squash models, this is where the various clubs we researched stand on the spectrum

Community Squash



Urban Squash



Institutional Squash



Commercial Squash



The Range of Programming Offered at Squash Facilities

JUNIOR SQUASH LEAGUE

- Junior Squash provides students with an opportunity to excel at squash and to join the local squash community, without the strict requirements of remaining in an urban squash program.
- Junior players may compete in matches or tournaments

BOX LEAGUE

- Low maintenance, loosely organized ladder structure where individuals play players in their ability level
- Boxes are reset each month, so flexible for players to join or drop out
- Commitment from players is to make every effort to play your matches assigned for the month

ROUND ROBINS

- Provides the opportunity for players to play each other during a period of time.
- Players get exposure to different playing styles and levels
- Encouraged to play with a variety of different players to improve

CLINICS

- Offered to a wide range of squash skill levels - beginners to pro
- Enables players to train together which builds camaraderie

PRIVATE LESSONS

- One on one session with a pro that enables player to accelerate and improve because it is more technical and concentrated
- Private lessons can range from a price of \$40-\$160 per hour

Marketing Strategies

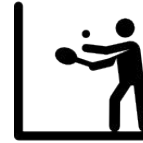
These are various marketing strategies implemented by squash facilities throughout the nation



Social Media



E-mail Marketing



Exhibitions



Word of Mouth



Partnerships

Non - Profit Clubs

Case Studies



San Diego, CA



New York, NY

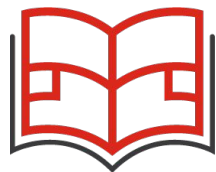


SquashWise

Baltimore, MD



Portland, ME



**SQUASH+
EDUCATION
ALLIANCE**

Squash and Education Alliance Providing More Cohesiveness for Urban Squash programs

Squash + Education Alliance's mission is to **support the creation, development and improvement of urban squash and education programs** across the United States and around the world.

Squash + Education Alliance's **leads youth programs** that combine:



squash



academics



travel



mentorship



**college
support**



**career
readiness**

23 cities

95%

of graduates go
to college

2,500

children enrolled

Founders: Greg Zaff, George Polsky, Steve Gregg and Tim Wyant, the leaders of the country's first four urban squash programs.

Founded: 2005

Squash and Education Alliance Participating Clubs





San Diego, CA



Contact Info: Renato Paiva,
Executive Director
renato@accessyouthacademy.org

Founded: 2006

Business Structure: 501(c)(3) non-profit

Founders: Greg Scherman and Chris Walker

Coach: Renato Paiva

The Story

Based in Southeast San Diego, Access Youth Academy was founded with a mission to **transform the lives of the underserved** through academic enrichment, health and wellness, and leadership, using squash as a vehicle.

As squash is still in its growth phase on the West Coast, Access Youth Academy's primary selling point are the **educational opportunities**. Students begin with the program in 7th grade, and continue to receive support 2 years post-college. Access Youth has won **13** national titles, and they have **100%** college acceptance and high school graduation rates.

Currently, they utilize the University of San Diego squash courts. Future plans are open squash to the public on a monthly basis and an **8 court facility in 2019**,



Financing the Project: Capital Campaign // Bank Financing (New Market Tax Credits)





Public Squash New York, NY



Founded: 2015

Business Structure: 501(c)(3) non-profit

Board of Directors: Alex Wessner, Brian Staub, Ryan Wall, and Shawn Dragann

The Story

Public Squash exists with a mission to **increase access** and **visibility** of squash through the creation of **outdoor courts**. Through SEO analysis, Public Squash recognized that **individuals searched for squash courts more than 2x than that of handball courts**. In partnership with NYC Parks and Recreation, the first outdoor squash court opened on April 17th, 2018 at Hamilton Fish Park, located on the Lower East Side of Manhattan.

It operates exclusively for **charitable** and **educational purposes**, all for public welfare. Recommended court time is limited to one hour, and there is no formal booking system. Starting in May, Public Squash began holding **public clinics**.



Financing The Project: Multi-Year Fundraising Campaign
Donations // Interest Free Loan



Portland Community Squash

Portland, ME

The Story

Portland Community Squash (PCS) is a leader in the community squash movement by operating one of the **country's first mixed-use squash and education facilities in Portland, ME.** The community squash programs combine the best aspects of **memberships, local school programs, and the squash + education alliance framework.** All programs are intentionally diverse and accessible to all members of the Portland community. In the **first year** of operations, PCS brought on **215 members, 200 students, and generated \$1M of revenue.**

Portland Community Squash has created a facility and a community of adult and junior squash players representing diverse socioeconomic groups and backgrounds in Portland, Maine. Our mission is **to sustain this diverse community and to provide academic and squash instruction to challenge and empower** Portland area youth to achieve academic success, physical wellness, constructive citizenship and a path to higher education and beyond.

Founded: 2013, Opened facility in 2017

Founding Board: Barrett Takesian, Greg Born, & Sandy Spaulding

Business Structure: 501(c)(3) non-profit

Courts: 4 singles international



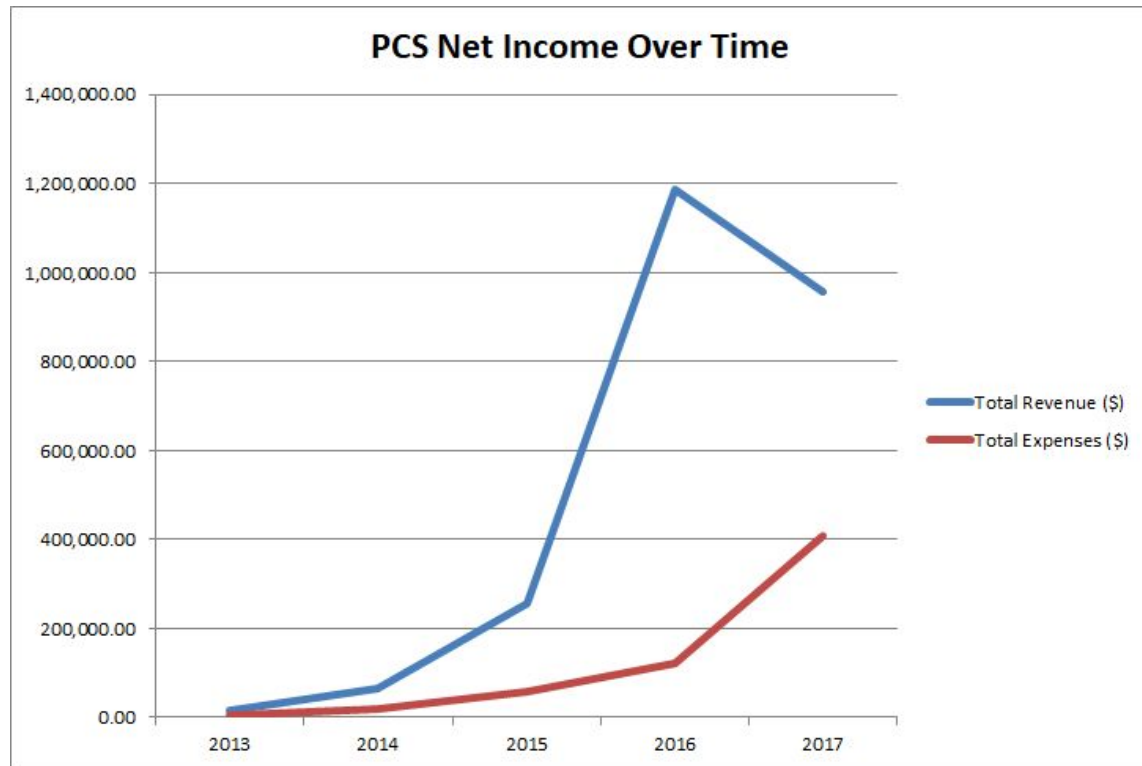
Financing The Project: Capital Campaign
(300 Donors)



Contact Info: Barrett Takesian,
President
barrett@pcsquash.com



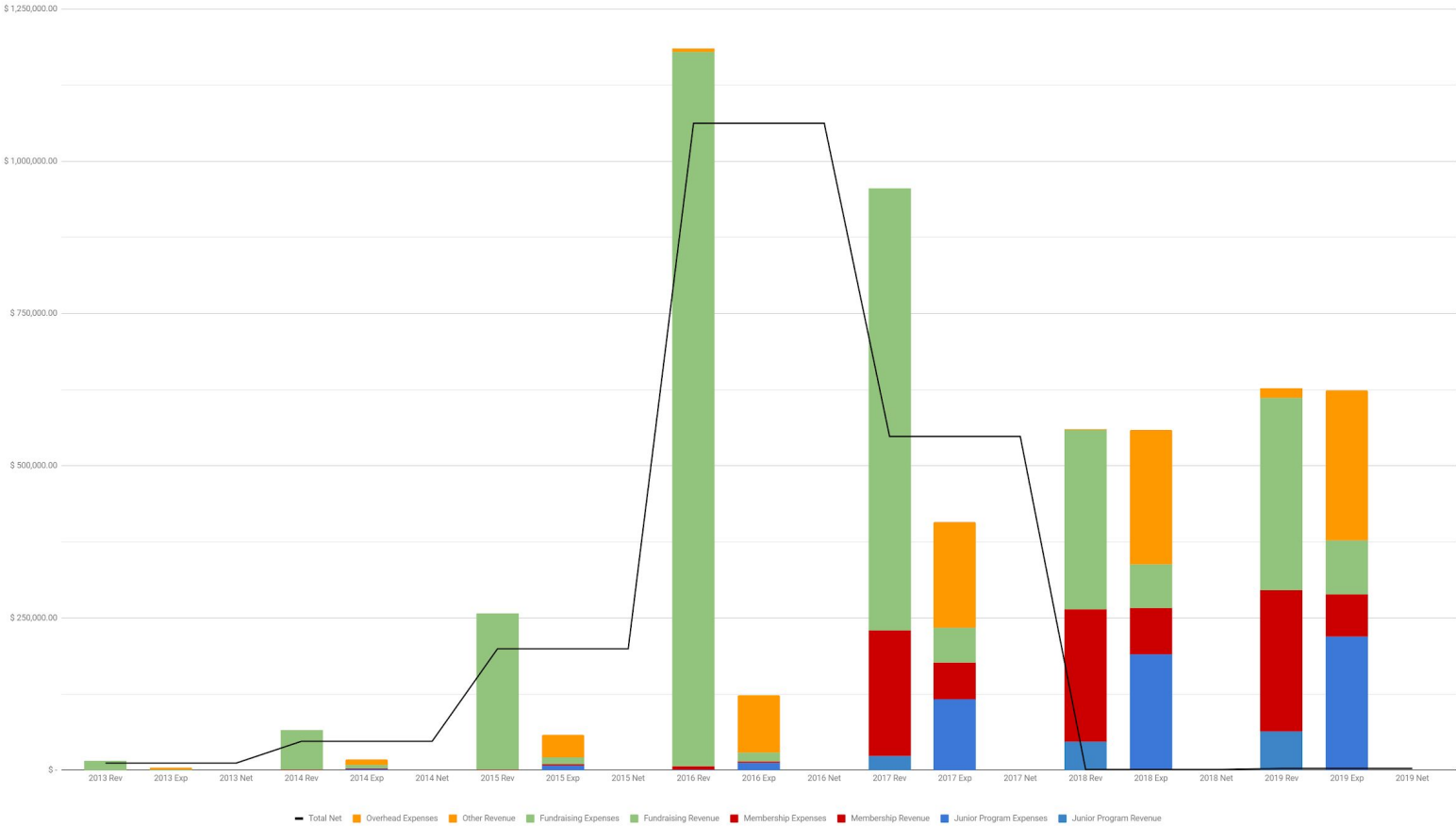
PCS Financials



Implications

- In 2015, PCS purchased the facility. The increase was driven by more membership and more programming to be implemented.
- From 2016 onward, PCS hired more staff. Thus, expenses increased.
- Expenses increased steadily with more staff and programming
- Currently, PCS is a financially stable place as demand for membership outweighs supply.

Portland Community Squash 6 Year Runway





SquashWise

Baltimore, MD



Contact Info: Abby Markoe,
Executive Director
abbym@baltimoresquashwise.org

Founded: 2014

Business Structure: Non-profit

Executive Director: Abby Markoe

Courts: Squashwise uses the Loyola Maryland and Johns Hopkins courts

The Story

SquashWise is a **long-term support system** creating opportunities for aspiring Baltimore youth. By using **squash as a motivator**, we help students realize their **academic, athletic** and **personal** potential. We ensure that each student graduates from high school prepared for their next step – ready to excel in college and continuing education, as well as in the workplace. We use a **goal-oriented** approach to match students to post-high school education and career placements that fit their readiness and interests. Students join the **SquashWise family** in middle school, and we continue supporting them as they achieve their **educational, athletic, and career goals**.

SquashWise offers the following year-round services: Academic Tutoring, College preparation, Career development, Mentoring, Counseling, Service learning, Travel, Squash Coaching and Competition, and General fitness programs

Commercial Club Case Studies



Charlotte, NC



Eden Prairie, MN



Chattanooga, TN



Eden Prairie, MN



Contact Info: Todd Liff,
todd@boastsquash.com

Founded: 2017

Coach: Todd Liff

Business Structure: Membership based, for-profit

Courts: 8 Singles international I

The Story

Boast Squash has the philosophy to provide the **highest quality, healthiest facility** and let squash players do what they do best: meet, play lots of squash, socialize and establish **friendships** and **community**. Boast Squash provides everything that squash players need. Boast Squash is a member-driven squash club open to all levels of squash players, from beginners to advanced.

For programming, Boast Squash offers member oriented events such as **lessons** and **clinics**. They are looking to gain additional junior players in the region, while establishing a training base.



Financing the Project

Individual Group // Bank Financing



Charlotte, NC

*"I believe there are only a handful of operators in the U.S. today who can take a club **from nothing build an empire** - particularly important in new markets e.g. Charlotte. It requires a **great communicator, marketer, positive energy to get people involved, the presentation of a dream, and clear steps in how this should be attained**"*

-Connie Barnes

Founded: November 2015

Business Structure: Commercial

Owners: Connie (head coach) and Rod Barnes

Assistant Coach: Ahmed Soliman

Assistant: Dr. Rod Barnes



Contact Info

conniesquash@gmail.com

The Story

We provide a full range of all-year-round squash services at our club in Charlotte, NC. Since establishing in the US in 2002 AussieNick Squash has concentrated on **developing an extensive array of activities and opportunities for players in the region**. AussieNick Squash aims to satisfy the needs of its client base by the **provision of information, equipment, training assistance** and more. We provide **access** to an **extensive junior program** for all standards. AussieNick Squash programs are expanding to include input from an array of great full time and guest coaches.



Chattanooga, TN



Contact Info / Richard Millman
millmansquash@gmail.com



Financing the Project
Individual Group // Monen
Family Restaurant Group

Founded: 2016

Courts: 3 Singles International

Owners: Mike & Taylor Monen

Business Structure: For-profit

Coach: Richard Millman

The Story

Since its inception, Scenic City Squash club has stood out to us as both a **unique and exemplary private squash club**. First, the club was financed by the Monens, a successful business couple who wanted to **bring the sport they love to their community**. The Monens have invested approximately \$2 Million of their own money in order to introduce the sport of squash in Chattanooga. In addition, they have hired one of the best coaches in the world and a squash enthusiast himself, **Richard Millman “The Squash Doctor”**. Richard’s experience and reputation speaks for itself; he has coached and mentored world-class players and has helped **develop and grow the sport in places that never knew what squash was**. Since taking over in Chattanooga, Richard has brought his expertise to create an atmosphere full of **love, passion, and socialization**.

“Our club here is about **inclusivity** and **community**; What we’re really trying to do is give something to families. If I am taking on an 8- or 9-year-old kid today, my real goal is that after they come back to Chattanooga, they bring their kid to the club to play. Maybe they will play squash in college. Maybe they won’t. Our real goal is for squash to be part of the **community**.”

- **Richard Millman**



Institutional Case Studies



Westport, CT



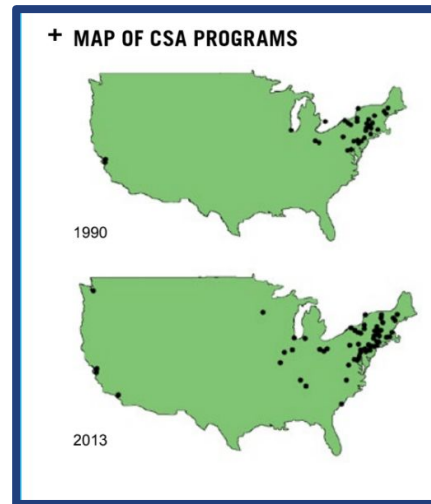
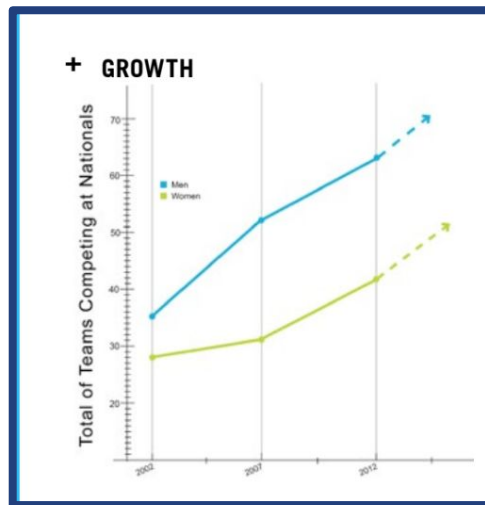
Philadelphia, PA



Birmingham, AL

Why should squash be added to institutional athletic programs?

At the institutional level, squash is growing because of its linkage to **higher education**. According to US Squash, **98%** of squash players go on to **graduate college** and **57%** go on to attain graduate degrees. At the high school level, the number of teams in **high schools** have increased by **88% since 2007-2008**. The US High School Team Championships is now the biggest squash tournament in the world. From **1998 to 2012** the amount of high school programs went from **43 to 155**. Over **200 colleges** have squash facilities and there has been an **18% increase** in the amount of collegiate programming in the last five years.





Tauni Butterfield

tbutterfield@gfacademy.org

Founded: 2016

Business Structure: Institution

Courts: 6 singles international

Owners: Greens Farms Academy

Coach: Attilah Agh

The Story

With the closing of the squash program at Southport Athletic Club, squash was nearly non-existent in Connecticut from New Haven to Stamford. GFA saw the opportunity to open a squash facility that could **allow the local community to stay involved with the sport and really further the GFA squash program.** Being able to provide the students with a facility gave GFA the resources to excel both **academically and athletically** as well as gain valuable lessons from the sport of squash, creating more **wholesome, well rounded students.** It also gave Greens Farms the opportunity to build a competitive program capable of allowing the students to **challenge the best players in the country** as they compete against Greenwich-based Brunswick and Greenwich Academy two of the top squash teams in the country.





Philadelphia, PA



Founded: 2011

Business Structure: Institution

Courts: 5 international sized

Owners: Drexel University

Coach: John White

The Story

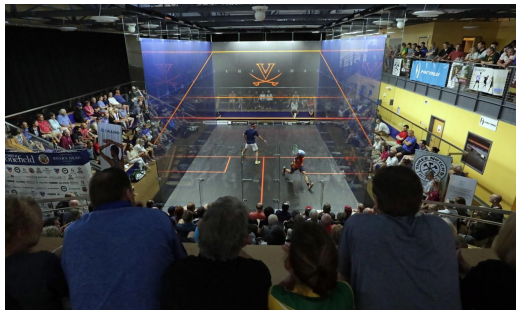
There was a calling for squash on Drexel's campus even before the construction of official playing courts. Since the **United States Squash Racquets Association (USSRA)** was founded in Philadelphia, **squash has a robust presence in the city.** Numerous local private clubs have recreational squash programs, and colleges had already developed competitive varsity squash teams.

Squash developed at Drexel through **SquashSmarts**, a community urban squash program that originally played out of Drexel's original hardball courts. As awareness surrounding the sport grew, **Drexel created a club in 2006 and in 2007 this club team competed in Nationals.** The squash program **continued to generate buzz and won their division for nationals in 2009.** With large amounts of administrative support and a need to establish a better, more playable squash facility, **Drexel built 5 championship courts, made squash varsity, added a former #1 Professional Squash player as their coach and was set to host the US Open Championships all within the same year.** In the 2011-2012 season the men's Drexel team was ranked #29. Due to the increased popularity of squash at Drexel and the many additions to the squash program, **the team was ranked #15 by the 2013-2014 season.**

Opportunity for University of Alabama to Spearhead Motivation for Collegiate Squash in the South

IMPLICATIONS

“ The University of Virginia Foundation is planning to **expand the squash facility at the Boar's Head Sports Club** in anticipation of the **World Masters Squash Championships** next year. ”



“ It's really in order have these big tournaments — like **international squash tournaments** — in Charlottesville. ” - **Colette Sheehy**,
SVP for operations

- UVA spearheaded an effort to promote collegiate squash in the south by hosting round robins strictly for **ACC schools**, bringing **nationally and internationally ranked squash players to Virginia**, attracting attention to squash in the South
- UVA stood as a southern school that elevated squash to the **varsity level**, which brought more **opportunity** for the sport

In anticipation for the 2021 World Games, building a squash facility will put University of Alabama on the map for squash in the south

THE UNIVERSITY OF
ALABAMA® +



Building the Case for The University of Alabama to Build Squash Courts

BUILDING THE FOLLOWING

Host Round Robins for competing teams
in the South



WAKE FOREST
UNIVERSITY



INDIANA UNIVERSITY
BLOOMINGTON



SEWANEE
THE UNIVERSITY OF THE SOUTH

UNIVERSITY OF
RICHMOND

MULTIPURPOSE USE

Similar to Drexel and UVA, UAB squash courts can provide community access, clinics, private lessons, summer programs, partnerships with urban squash programs, and professional tournaments.



US Open at Drexel University



WHY NOW?

98%

of squash players go on to **graduate college**, signifying the correlation between **academics and squash**.

10

emerging club and varsity teams still in their **growth phase**, signifying a **critical time** to join the collegiate squash movement

82%

growth of squash between **2007-2011** to an estimated **1.2 million players**



Relevant Squash Articles

[The First Free Public Squash Court Arrives in the Lower East Side](#) - Public Squash, April 2018

[ASB Develops New Court for Unique US Public Squash Initiative](#) - Public Squash, April 2018

[Take a First Look Inside DC's Luxe New Squash Gym](#) - Squash on Fire, May 2017

[Owner of new squash facility in Lawrence hopes to see sport grow](#) The New Jersey Squash Club, March 2018

[UVA ADDS MEN'S AND WOMEN'S SQUASH AS VARSITY SPORTS PROGRAMS](#) UVA Today, June 2017

About the Creators



This project was the product of **US Squash** and **Portland Community Squash's** inaugural leadership development summer internship. The contributors are as follows, from left to right.

Scott Brown: Scott is a rising senior at Connecticut College majoring in Educational Development. Next year, he will be CC's incoming squash captain. For this project, Scott focused on the institutional squash market.

Lauren Mariano: Lauren is a rising senior at Babson College, concentrating in Global Business Management. She will be captain of Babson's Club Squash team, and has been playing for 6 years. Lauren focused on the non-profit squash sector for this project.

Karim Ibrahim: Originally, from Cairo, Egypt, Karim has been playing squash for 16 years. He plays and will be captain for St. Lawrence University, where he majors in Economics and Business. For this project, Karim focused on commercial, for-profit clubs.

Special thanks to **Barrett Takesian**, founder and president at Portland Community Squash and **Adam Hamill**, Director of Professional Development at US Squash for their support and guidance throughout this project.

We hope that this information helps individuals spread the sport!