

Second time the charm

ATP reverses earlier decision, gives Indy date to ATL

The USTA Southern Section will get the date of the former Indianapolis Tennis Championships after all. According to TennisReporters.net (<http://www.tennisreporters.net/>) following an appeal by the section last Monday, the ATP Tour board reportedly voted a second time last Wednesday and reversed its earlier decision to deny the sale of the sanction to the Southern Section. Although details have yet to be formally announced, it seems an intense lobbying effort by both the section and USTA National resulted in one more opportunity to make the pitch for moving the tournament to Atlanta. SportsBusiness Journal (<https://www.sportsbusinessjournal.com/article/64330>) had reported the Tour has been leaning toward retiring the tournament date in an effort to shorten the men's tournament season. SportsBusiness Journal says the first vote by the seven-member ATP board was not unanimous, which gave the Southern Section some hope of reversing the decision. Although the price offered by the Southern Section likely won't be made public, the Journal said the amount paid by the ATP to the Tennis Championships was only \$1 million. In comparison, when the USTA was negotiating to purchase a majority share of the Cincinnati tournaments in 2008, those events (men's and women's) were estimated to be worth \$30 million; however, although it's worth noting that the Cincy dates are top-level tournaments for both series and automatically draw the game's top players.