Sports tourism presents an opportunity for the City of Kent, Kent State University and City of Kent schools to leverage existing sports and recreation facilities to create new economic and community value by hosting amateur sporting events at Kent venues. These events bring new dollars into the Kent economy, showcase Kent’s assets, and provide opportunities for Kent’s kids to compete against some of the best student athletes in the nation in their own home town.

This report provides an overview of how other cities have combined local resources to create a competitive sports tourism strategy.
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I. Missions Summary

To make Greater Cleveland the nation’s foremost destination for sporting events and activities.

The mission of the Greater Columbus Sports Commission is to provide leadership, guidance and marketing expertise in attracting regional, national and international sporting events and activities to benefit Greater Columbus economically and socially.

The mission of CRSC is to promote Cortland County for sports related business, events, competition and education. CRSC’s goal is to create a positive economic impact through sporting/recreational events within the Cortland community.

Our mission is to be a leading voice of the sports and tourism industries in Alachua County; to foster economic development and add to our quality of life through sports utilizing public and private sector resources; to recruit and create sports, recreation and entertainment opportunities for the community that produce a positive economic impact; to build an understanding in the community of the importance of sports and tourism; and to do so with skill, while meeting all industry professional standards.

• To identify, recruit, and promote sports events and meetings that create a positive economic impact for the city of Huntsville
• To educate the public on the economic, public relations, health, fitness, and recreational value of sports events and activities
• To strengthen relationships with other organizations that support our mission (Chamber of Commerce, VBC, CVB, hotels, and restaurants)
• To advise local organizations of the sports industry potential for proposed or remodeled facilities
• To provide quality of life events for the citizens of Huntsville
• To establish Huntsville’s reputation as a premier host for sports events

The vision of the Lehigh Valley Sports Commission is to become an organization which promotes the Lehigh Valley as a sports destination. By recruiting and retaining events, the organization seeks to increase tourism, create a significant economic impact and provide for an improved quality of life for Lehigh Valley residents. The mission of the Lehigh Valley Sports Commission is to attract sports events to the Lehigh Valley through effective marketing, bid coordination and hosting activities. The sports commission will develop a fundraising mechanism for bid fees, and foster relationships with national governing bodies, sponsors and local media. Our mission includes building a volunteer base to support amateur sports events throughout the Lehigh Valley.

The South Bend Regional Sports Commission exists to attract and retain international, national, regional, state and local sports events to St. Joseph County and surrounding communities. To promote the South Bend region as a world-class sporting event destination and to pursue and assist sports-related activities which stimulate the local economy, enhance the area’s image, provide outstanding entertainment and participatory opportunities while contributing to the community’s quality of life.

To advance the mission of the Yakima Valley Visitors and Convention Bureau by stimulating economic growth through sporting events that generate economic impact for the Yakima Valley. Emphasis is placed on promoting the Yakima Valley as a premiere sports destination to event planners, participants and spectators while providing exceptional customer service.
II. Membership Summary

Columbus Board of Commissioners
- Brian Ellis, Chair -- Nationwide Realty Investors
- Nick Ashooh -- American Electric Power
- Paul Astleford -- Experience Columbus
- Irwin Bain -- Schottenstein Stores Corporation
- Butch Moore -- The Dispatch Printing Company
- Michael Priest -- JMAC
- Rhett Ricart -- Franklin County Convention Facilities Authority
- Gene Smith -- The Ohio State University

Gainesville Sports Organizing Committee
Wende Blumberg, the 2006 GSOC President, leads the twenty-five member GSOC Board of Trustees. The Board comes from a broad cross section of Alachua County citizens. Trustees are area business people with an interest in sports and economic development. The board includes people from sports facilities including the Stephen C. O'Connell Center, various Alachua County cities, Gainesville Raceway, local banks, insurance companies, and local print, radio and television companies.

Huntsville Sports Commission
- Ronald Evans - Von Braun Center
- Charles Winters - Huntsville - Madison County Conventions and Visitors Bureau
- Mary Ruth Yates - Huntsville City Schools
- Glen Watson - Huntsville City Council
- Terry Hatfield - Mayor's Office - City Administration
- Dallas Fanning - Urban Development
- Ralph Stone - Recreation and Landscape Management

Lehigh Valley Sports Commission
- Allentown Patriots Athletic Association
- Athletic Director, William Allen High School
- Professor Sports Management Program, Desales University
- Recreation Development Specialist, County of Lehigh
- General Manager, Service Electric Cable Television
- A.P. Kirby Sports Center, Lafayette College
- Retired Head Football Coach, Northern Lehigh High School
- Publisher, Lehigh Valley Sports Extra
- Director of Development, Parkettes National Gymnastics Training Center
- Assistant Athletic Director, Lehigh University Athletics
- Director of Marketing, Express-Times

South Bend Regional Sports Commission
- President, Villing & Company, Inc.
- President and CEO, Anthony Travel, Inc.
- Co-Director, Mendelson Center for Sport, Character & Culture, University of Notre Dame
- President, Play By Play Sports, LLC
- President/CEO, The Chamber of Commerce of St. Joseph County
- Superintendent of Parks & Recreation, City of Mishawaka
- Executive Vice President, Palisades Baseball, Ltd.
- Human Rights Commission, City of South Bend
- Director of Athletics, Saint Mary's College
- Executive Director, College Football Hall of Fame
- Partner, Barnes & Thomburg
- Park Superintendent, South Bend Parks & Recreation Department
- Associate Athletics Director, University of Notre Dame
- McDonald's/KADA Partnership
- Assistant to the Mayor, City of South Bend
- Executive Director, South Bend Regional Sports Commission
III. Practicing Models

1. Greater Cleveland Sports Commission

VISION
To make Greater Cleveland the nation’s foremost destination for sporting events and activities

WHY BOOK A VENUE WHEN YOU CAN BOOK A CITY?
There are so many reasons why Cleveland is an outstanding place to host your sporting event.

We can help make your event a success!
The Greater Cleveland Sports Commission is dedicated to making Cleveland the nation’s premier destination for amateur sports events and activities. The Sports Commission offers a wide array of services and assistance to not only attract events to Cleveland, but to ensure their success.

- Sponsorship
- Event Management
- Marketing
- Public Relations
- Facility and Site Selection
- Volunteers
- Hospitality
- Vendor Referrals
- Connections to the Cleveland Community

If you would like to discuss bringing YOUR event to Cleveland, please call us at 216.621.0600

Host Commission of:

- 2004 International Children’s Games
- 2004 NBC Gravity Games
- 2007 NCAA Women’s Final Four Basketball Championships
- 2004 U.S. Short Track National Speedskating Championships
- U.S. Gymnastics Championships
- McDonald’s All-American High School Basketball Game
- U.S. Olympic Trials Box-Offs

David E. Gilbert is President & CEO of the Greater Cleveland Sports Commission, whose goal is to make Greater Cleveland the nation’s foremost destination for amateur sporting events and activities. The organization is responsible for attracting, promoting and managing major amateur athletic events and to create sporting opportunities for youth and amateur athletes.

Since its refounding in late 1999, the Sports Commission has already had significant success by securing more than 50 events for Cleveland including the NCAA Women’s Final Four, NBC Gravity Games, U.S. Gymnastics Championships, International Children’s Games, McDonald’s All-American High School Basketball Game, and U.S. Olympic Trials Box-Offs. These events represent an economic impact of more than $160 million for Cleveland’s economy.

Prior to this position, David served as Director of Community Affairs and Special Projects for the Convention and Visitors Bureau of Greater Cleveland where he was responsible for advancing Cleveland’s travel and tourism service standards and related developments. Highlights of his tenure with include funding and development of two new, full-service visitor information centers and spearheading the funding, creation and operations of the Spirit of Hospitality Career Training...
Program, an innovative, new welfare-to-work initiative that received national recognition and acclaim.

Prior to his work with the CVB, David served as executive director of North Coast Harbor, Inc., a local development corporation responsible for the master planning and marketing of Cleveland’s downtown lakefront development district. He also held the position of director of corporate development for The Cleveland Play House.

David Gilbert
"We are bringing people to town for reasons other than conventions," he said. "Our mission is to make Cleveland a national capital for amateur sports." With the Commission’s event schedule at 41 (one-third having already taken place, including the Gravity Games and the U.S. gymnastics and figure skating championships), Gilbert estimated the economic impact at $160-162 million.

Without the capital to pay a $200,000 bid fee for a typical event, the non-profit Commission won the figure skating championships, for example, by paying only part of the bid fee but taking responsibility for hospitality, transportation, arena rental and other aspects off the shoulders of the event organizers.

With creative tactics such as this, and the support of "our partners," Gilbert said "we're beating the pants off other locations."
Red carpet treatment for skaters

By MAYA R. PAYNE

2:21 pm, April 5, 2006

Cleveland is in the running to host the 2009 World Figure Skating Championships, and area leaders are betting that a bit of North Coast hospitality will give the city an edge over two other cities hoping to host the event.

The U.S. Figure Skating Association site selection committee visits Cleveland today and Thursday and is seeking information to help its members narrow the field of potential sites.

The association’s representatives will appraise the ice rinks at Quicken Loans Arena and the Wolstein Center. They also will meet with Cleveland leaders and the local figure skating community, which includes a dozen separate skating organizations comprising the Greater Cleveland Council of Figure Skating Clubs.

A U.S. Figure Skating Association spokeswoman declined to identify the two other finalist cities. She said the organization won’t comment on the selection process until mid-April, when it makes its recommendation to the International Skating Union, the sport’s governing body.

But Spokane, Wash., also is in the hunt, according to the Spokesman-Review in Spokane. The city’s business and community leaders had a red carpet rally along Post Street in Spokane to demonstrate their support of the event.

Cleveland has its own plans for wooing the event that is expected to bring its host city $30 million. It begins with showing that Clevelanders will embrace the skating championship and not simply host it, said David Gilbert, president and CEO of the Greater Cleveland Sports Commission. The organization promotes amateur sports events and activities in the region.

“When this event is here, it will mean everything to this community,” Mr. Gilbert said

The sports commission and assorted community leaders, including Mayor Frank Jackson, will drive home this point with discussion of past successes such as the International Children’s Games and the U.S. Figure Skating Championships that Cleveland hosted in 2000, he said. The skating championship still holds the record for highest attendance in a non-Olympic year, Mr. Gilbert said.

They can also list financial and in-kind support among Cleveland’s strengths. Mr. Gilbert said the commission has secured $900,000 in commitments already. He declined to name the donors.

The International Skating Union will select the city and has already said the United States will host the 2009 event.
2. Greater Columbus Sports Commission

Greater Columbus Sports Commission
45 Vine St.
Columbus, OH 43215
614-221-6060, 800-331-0092
fax: 614-224-7301
www.ColumbusSports.org

The mission of the Greater Columbus Sports Commission is to provide leadership, guidance and marketing expertise in attracting regional, national and international sporting events and activities to benefit Greater Columbus economically and socially.

The Greater Columbus Sports Commission is a member of the National Association of Sports Commissions.

Board of Commissioners
Brian Ellis, Chair -- Nationwide Realty Investors
Nick Ashooh -- American Electric Power
Paul Astleford -- Experience Columbus
Irwin Bain -- Schottenstein Stores Corporation
Butch Moore -- The Dispatch Printing Company
Michael Priest -- JMAC
Rhett Ricart -- Franklin County Convention Facilities Authority
Gene Smith -- The Ohio State University

Interns needed to work with the Greater Columbus Sports Commission. View the general job posting or one for a specific project with the National Softball Association.

The Advisory Council, comprised of high-profile sports and community figures, is directly involved in sales and marketing efforts to attract regional, national and international sporting events to Greater Columbus.

Bret Adams -- Blaugrund, Herbert & Martin, Inc.
Mark Bivenour -- Columbus Distributing
Steve Germain -- Germain Motor Company
Archie Griffin -- The Ohio State University Alumni Association
John Hicks -- MVP Tours
Stephanie Rightower -- Columbus Board of Education
Jim Lorimer -- Arnold Fitness Weekend
Mark McCullers -- Columbus Crew
Clair Muscaro -- Ohio High School Athletic Association (retired)
Mike Reynolds -- Thrifty Car Rental
Forget the Olympics. Think youth soccer and basketball tournaments.

Under a new marketing program to begin in late June, Columbus will go after youth athletic events as well as adult amateur matches such as the popular men's and women's NCAA Final Four basketball tournaments and USA Volleyball National Championship.

The Columbus Sports Commission expects to add new power to ongoing efforts to attract sporting events, which can draw thousands of participants and fans and generate millions of dollars in spending for cities.

The commission will begin operations June 28, a day after a planned fund-raiser at Nationwide Arena aimed at promoting the city's amateur sports history to a local crowd.

Sponsored by the Greater Columbus Convention & Visitors Bureau, the "Columbus Celebrates Sports" event will pay tribute to the history and future of sports in the area. Ballots for the greatest or most memorable sports moments in Columbus will appear beginning May 15 in newspapers and on a variety of Web sites.

"Our goal is not to determine who are the best athletes from Columbus, but rather to recognize the top sports moments that captivated our community and really put us on the map," said Paul Astleford, president and CEO of the bureau.

Sports celebrities expected to attend are Indy 500 winner Bobby Rahal, two-time Heisman Trophy winner Archie Griffin, OSU football coach Jim Tressel, U.S. national soccer team and Columbus Crew standout Brian McBride and former Buckeye greats Jim Jackson and Keith Byars. More than 1,500 people are expected to attend the event, to be emceed by Greg Gumbel of CBS Sports.
Logan in charge

The sports commission fulfills a plan laid out when Linda Logan joined the bureau in 1997 as its first sports marketing sales representative. Logan's prediction that it would take five years to form a sports commission was accurate.

She will head the two-member commission, which will be structured as a charitable nonprofit in which donations are tax deductible, rather than the not-for-profit association status of the bureau, whose downtown Columbus office will house the commission.

Within two years, the commission is expected to grow to a staff of seven, about even in size with many sports commissions in other cities but far smaller than the sports commission in Indianapolis, which has a staff of 30 and has operated for more than two decades.

"It's a very competitive market," Logan said. "Over 200 cities are going for the same events we are."

Logan, secretary to the National Association of Sports Commissions, knows what other cities are doing to attract athletic events. The Columbus commission is long overdue, she said, and will allow her staff more opportunities and resources to attract sporting events.

"A staff of two compared to a staff of seven or a staff of 30 is not an even playing field," she said.

About 80 percent of the commission's work is expected to focus on attracting youth, collegiate and amateur sporting events to Columbus. The commission also will work toward luring professional events, although contributions for that work will not be tax deductible.

City can compete

"Your city should not have a concern about its ability to compete in this industry," said Don Schumacher, a sports marketing consultant who heads the national association and who once ran a now-defunct sports commission in Cincinnati. Schumacher cited Columbus' central location for drive-in visitors and its sports and hotel facilities as key factors for drawing athletic events.

Logan will need support from corporate donors to fulfill the commission's potential, Schumacher said.

"You can't do this without the proper funding," he said. "You need sufficient operating money to find events and bid on them, and raise support behind the events."

2-21-2005
By: Joni Bentz Seal
OSU ATHLETICS CONTRIBUTE $100.5 MILLION TO ECONOMY

Each year, nearly 1,000 athletes clad in scarlet and gray tackle, shoot and swing more than $100 million into greater Columbus coffers by drawing millions of fans for matches in 36 varsity sports. Those fans contribute to the economic vitality of central Ohio by driving radio and television ratings, purchasing Ohio State merchandise and game tickets, and patronizing area hotels and restaurants.

One of the largest and most diverse athletics programs in the nation, Ohio State is among the first to measure its impact with a study conducted by a joint effort of the Department of Athletics, the Greater Columbus Sports Commission, SportsImpact of St. Louis and local public relations firm Paul Werth Associates.

Athletics Director Andy Geiger presented “An Analysis of the Economic Impact of Ohio State Athletics on the Greater Columbus Region” at the Feb. 2 Columbus Metropolitan Club forum on the topic. Geiger and President Karen Holbrook also introduced the department’s Good Sports community outreach initiative, which will serve as an umbrella program for the interaction student-athletes, coaches and staff have with the residents of central Ohio.

“For the past 18 months we’ve been working on a way to tell a different sort of story about the Ohio State athletics program — about some of the many things we do that don’t make the headlines,” Geiger told forum attendees. “We want to share our ideas with you — and to get your reactions to — what we have in the works to share the accomplishments of our student-athletes and staff — off the field and in the community.”

Applying an economic impact equation, the team studied the spending habits of event attendees and participants — which include visiting student-athletes, coaches, team officials, referees/umpires/officials, NCAA representatives and media — from outside greater Columbus during the 2002-03 academic year. The report also indicated that, of the revenue generated, 36 percent, or $36.1 million, is retained long term as value-added revenue to Columbus, meaning it boosts regional income, property-type income and local taxes in an amount sufficient to annually fund 989 full-time jobs paying market wages.

But Geiger explained there is an impact made on the community that transcends dollars and cents: “It is the way we touch the lives of others. We have nearly 1,000 student-athletes and 300 associates of the department who are using the power of sports to touch people of all ages and in all corners of central Ohio and campus community,” he said.

The Good Sports program endeavors to demonstrate the human impact Ohio State student-athletes and staff have on the community. For example, Geiger said student-athletes contribute thousands of volunteer hours to hundreds of community groups. Many on the athletic staff lead nonprofit boards in the community and serve as leaders of major charitable fundraisers. And throughout the year, Ohio State makes its world-class athletic venues available to youth organizations, providing children with the thrill of competing in the same facilities as their sports heroes.

“Good Sports is our way of further institutionalizing our mission and values within our own staff, on campus and throughout our community,” Geiger said. “We operate our department based on six core values — and we want everyone to know them well — Education, Excellence, Integrity, Innovation, Respect and Tradition.”
In her opening remarks, Holbrook reminded forum participants that many Ohio State student-athletes will settle in the Columbus area and continue to be contributors to the social fabric of the region long after their competitive days end.

“We believe the many meaningful things our people are doing in the community will be energized and grow by placing them under the umbrella of the Good Sports program, where we can measure the impact more clearly and develop synergies between various outreach programs in our city,” she said.
1. Cortland Regional Sports Council

About the Cortland Regional Sports Council

More affectionately known as the CRSC, this agency was formed as a result of hosting sporting events in Cortland for the **2002 Empire State Games**.

The economic impact that these events had on the Cortland Community was tremendous and thanks to a partnership between **SUNY Cortland, TC3 and local community members**, a focus on attracting sporting events to our community was launched.

The mission of CRSC is to promote Cortland County for sports related business, events, competition and education. The possibilities are endless!

So far, three events have been associated with CRSC - New York State Girls High School Lacrosse Championships, Section III High School Soccer Championships and the NYS Volleyball Tournament. Combined, these events have produced over $600,000 in revenue for the Cortland business community.

CRSC's goal is to create a positive economic impact through sporting/recreational events within the Cortland community. We look forward to being the recognized clearinghouse for Cortland County Sporting and Recreational events via printed and electronic media.

Over the next few months there are several CRSC events slated to take place in Cortland County. There will be opportunities for local businesses to participate in these events either as volunteer or as sponsors.

If there is an event you are particularly interested in, please call 756-1864 for additional information or e-mail us at crsc@cortlandsports.org.
Current 2005 Events

A  **Section III Soccer Semifinals**  (November 5, 6 2004)
   Site: SUNY Cortland
   Economic Impact: $209,438.00

B  **NYSPHS Volleyball**  (November 12, 13 2004)
   Site: SUNY Cortland
   Economic Impact: $137,060.88

C  **CNY Powersports SnoCross Race**  (February 5, 6 2005)
   Site: CNY Powersports
   Economic Impact: $207,130.00

D  **ATV Special Events 2004 Season Banquet**  (February 12, 2005)
   Site: Holiday Inn
   Economic Impact: $5,030.30

E  **AAU Basketball Tournament - Cortland Shootout**  (March 25 & 26, 2005)
   Site: SUNY Cortland Park Center and Luske Field House
   Economic Impact: $42,373.87

F  **New York State YMCA Gymnastics Competition**  (April 15th & 16th, 2005)
   Site: JM McDonald Sports Complex

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**Current Total**

$1,352,998.21

*Our Goal: $1 Million*
Economic Impact: $19,727.50

Crown City Soccer Friendlies (April 30 & May 1, 2005)
Site: SUNY Cortland Stadium Complex
Economic Impact of $7,693.55

Crown City Lumberjack Invitational (May 21, 2005)
Site: JM McDonald Sports Complex
Economic Impact of $14,795.00

NYSPHSAA Girl’s Lacrosse Championships (June 4, 2005)
Site: SUNY Cortland
Economic Impact of $68,453.05

North/South Lacrosse Game and Banquet
Economic Impact of $73,976.00

Bull League Lacrosse Opening Day
Economic Impact of $321,939.00

BonTon Roulet Bicycle Tour
Economic Impact of $26,631.00

NYS Junior American Legion Baseball Championships
Economic Impact of $25,408.88

Celtic Festival / Heavy Athletics
Economic Impact of $184,464.18

Southern Tier Bowhuners Championships
Economic Impact of $8,877.00

TOTAL = $1,352,998.21
Cortland Venues

JM McDonald Sports Complex

The Cortland Sports Complex <http://www.jmmcdonaldsportscomplex.com> is a 80,000 square foot facility with the following components:

- **Indoor NHL size ice rink** (200' x 85') with seating capacity of 700
- **Large indoor soccer field** (210 x 110') with seating capacity of 200
- **Smaller indoor soccer field** (110' x 50') with bleachers
- Raised observation area
- Full service concession stand
- Indoor walking track
- Five locker rooms and two changing rooms
- Meeting rooms including a Party Room
- Paved parking for over 200 cars
- Space to provide additional overflow parking for large events
- Floor seating for special events like graduations and concerts will allow significant additional capacity.

SUNY Cortland – Outdoor Venues

For more information you can visit http://www.cortland.edu.

**Stadium Complex**

- **Stadium Field** - Sprinturf surface with 6,500 seating capacity
- **Auxiliary Field** - Sprinturf surface with 1,500 seating capacity with 8 Lane Track with long jump, high jump, pole vault, hammer throw, discus and shot put areas
- 5 Additional Natural grass fields available
- All fields suitable for Field Hockey, Football, Lacrosse and Soccer

Wallace Field

- Natural Grass Baseball Field - 800 seating capacity

Holloway Field

- Natural Grass Soccer Field - 1000 seating capacity

Dragon Field

- Natural Grass Softball Field - 150 seating capacity

Tennis

- 22 Newly resurfaced Tennis courts

SUNY Cortland – Indoor Venues
For more information you can visit http://www.cortland.edu.

**Corey Gymnasium**
- Maple Hardwood Flooring with the option of one full size, 18,000 sq. ft. and 3,500 seating capacity
  OR 3 separate smaller gyms
- Suitable for Basketball, Volleyball and Badminton

**Holstein Pool**
- 6 Lane 50 meter pool with removable bulkhead
- State of the art timing system
- 15' Diving area with 2 one-meter diving boards, 1 three-meter diving board
- Water agitation system
- Underwater viewing deck

**Alumni Arena**
- 15,275 sq. ft. facility with 2,000 seating capacity
- Suitable for Ice Hockey and Skating

**Gymnastics Arena**
- Fully equipped gymnastics gym with seating capacity of 500 in the balcony

**Auxiliary Gym**
- 5,158 sq. ft. which houses 1 Basketball or Volleyball Court
- 4 Badminton Courts
- Project Adventure with High Ropes Course and Climbing Wall

**Wrestling Room**
- 3,200 sq. feet of padded space

**Racquetball**
- 10 Regulation size Courts

**Squash**
- 8 Regulation size Courts

**Lusk Field House**
- 40,000 sq. ft.
- 6 lane indoor track with long jump pit and pole vault area
- Netting to allow for Baseball, Softball and Lacrosse practice
- Space can be used as 3 Basketball courts, 6 Volleyball courts or 24 Badminton Courts
## City of Cortland Recreation Facilities

<table>
<thead>
<tr>
<th>Park</th>
<th>Location</th>
<th>Basketball</th>
<th>Soccer</th>
<th>Tennis</th>
<th>Softball/ Baseball</th>
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<tr>
<td>Beaudry</td>
<td>Scammell St.</td>
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<td>Youth &amp; Adult Softball</td>
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<td>Regulation</td>
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<td>Randall St.</td>
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<td>Field #1</td>
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|            |             |            | Open to Skateboards, rollerblades and 20 inch bikes.
Cortland University Department of Sports Management

CORTLAND, N.Y. - For over 20 years, Cortland Sport Management professor Dr. Ted Fay built many solid relationships as an Olympic coach and administrator. This year, he brought one of the relationships home with him. Thanks in great part to Fay's connections and tireless efforts, U.S. and international team handball officials visited the State University of New York at Cortland campus on Tuesday May 11 to announce their intentions to locate a USA Women’s Team Handball National Training Center at the Central New York campus.

"This is an extremely significant announcement, not just for the college, but for the entire Cortland community," Fay said. "A lot of hard work went into this, and there will be a lot more in the future to grow the sport to where it needs to be on an international level." Dr. Hassan Moustafa of Egypt, the president of International Handball Federation (IHF) Federation, and Michael Cavanaugh, executive director of USA Team Handball, the national governing body for the Olympic sport of team handball, spoke at a press conference coordinated by SUNY Cortland President Erik J. Bitterbaum at the SUNY Cortland Stadium Complex. SUNY Chancellor Robert King and Cortland Regional Sports Council Chair Joseph Reagan, a local businessman, also addressed the media.

“It is my pleasure to announce that SUNY Cortland, as supported by the Cortland Regional Sports Council and the greater Cortland community, shall be designated as an Official USATH National Training Center and the new home of the Women’s National Team,” said Cavanaugh, speaking on behalf of the USA Team Handball (USATH) Board of Directors, President Bob Djokovich, Women’s Vice President Dawn Lewis and members of the Women’s National Team.

“Internationally, handball is one of the most popular sports on the Olympic program and has over 20 million participants in over 150 countries,” explained Moustafa, who traveled to Cortland to demonstrate the IHF’s commitment to growing the sport in the United States.

“Attempts to give the promotion of team handball a push–start in the U.S. were already made at the 1984 Olympic Games in Los Angeles and at 1996 Games in Atlanta,” said Moustafa.
“Unfortunately, success was only partial, even though I personally am convinced that team handball is a sport that the Americans love. Team handball is tough, has body contact, requires concentration, and endurance – attributes that actually really suit Americans natural inclinations. This fact is borne out by the spectator attendance at the most recent Olympic Games, where matches were always sold out.”

Moustafa views the college as the ideal spot to cultivate team handball in the U.S. Cavanaugh said that SUNY Cortland was chosen over several other cities and regions as the U.S. Women’s National Team’s home for a number of reasons. He listed SUNY Cortland’s renowned academic programs in athletic training, sport management and exercise science, as well as the sport management programs's state-of-the-art Sport Technology Learning Center with its Pinnacle Systems software for use by team handball coaches and players. He cited the opportunity for more than 900 SUNY Cortland physical education majors to learn how to teach, coach and officiate team handball in public and private schools. He also pointed to the college’s 30-year relationship with the German Sport University of Cologne in one of the top handball-playing nations in Europe.

“I am extremely proud SUNY Cortland has been chosen to be the new home of the Women’s National Handball Team and the Women’s National Handball Training Center,” said State University of New York Chancellor Robert L. King. “Cortland’s rich and proud tradition in physical education makes this campus an idea choice for the national team. With nearly 410,000 students on 64 campuses, SUNY is poised to help grow team handball in New York, the Northeast and beyond. I would also like to thank Executive Director Cavanaugh and Dr. Moustafa for placing their trust in SUNY Cortland. I have great confidence that President Bitterbaum, the Cortland faculty, students and staff will make this a tremendous success and a model for the rest of the system.”

Team handball is a fast-paced sport pitting seven players against seven players on a surface area slightly larger than a basketball court. The object of the game is to throw a cantaloupe-sized ball into the opponent’s goal, which resembles a soccer goal, while also defending one’s own goal from attack. Passing is the primary way to move the ball. Players are not allowed within six meters of an opponent’s goal, may take no more than three steps in advancing the ball and when stationary, may not hold the ball longer than three seconds. Goals scored per game typically range from the upper teens to mid-20s.

Meanwhile, Reagan said the newly formed Cortland Regional Sports Council (CRSC) would offer its full sport to team handball locally. “Relying on its broad-based
community partnerships, the Cortland Regional Sports Council will assist the players and coaches with such things as housing, employment, and practice facilities,” said Reagan, who manages Royal Motors in Cortland and who was a co-chair of the Cortland Empire State Games Organizing Committee in 2002.

“Most of all, the CRSC will ensure that the Cortland community opens its arms and commits itself to the growth of women’s team handball here and across the nation. Whether it’s helping to introduce the sport to our schools, assisting with clinics or making a bid to host the 2005 Pan American Team Handball Games, the CRSC will be there to help.”

Cortland’s proximity to the Quebec League, one of the top team handball conferences in North America, was another reason for its selection, said Cavanaugh, who announced the creation of the Northeast Team Handball Conference which is projected to start play in 2004-05. “We are eager to get to work in developing a more competitive national team with a goal of qualifying for the 2008 Olympic Games in Beijing,” he added.

“It is exciting to think four, eight, and 12 years into the future about what this National Training Center will mean to your campus, the State University system, the State of New York with its Olympic legacy and your country,” said Moustafa. “We very much hope that together we will succeed in bringing team handball into mainstream sport in the United States, where it will be common to be played in schools through physical education classes and at a varsity level in high schools and universities everywhere across this beautiful region, state and country.

“We also hope Cortland will accept the invitation to host national and international events annually over the next four to eight years. The International Handball Federation and I are ready and willing to make our contribution to this great challenge ahead of you.”

USA Women's Team Handball will waste no time taking advantage of its partnership with Cortland as it will host a national team tryout from June 13-23 on campus. For more information, contact team head coach Christian Latulippe at 607-753-2348.
ITEM #1 - Cortland Regional Sports Council Presentation given by Machelle Phelps and Joe Reagan. Joe Reagan thanked everyone for the opportunity to address the council. He gave some history of the Council, stating that SUNY President Biederbaum met with some people from the College to form a regional sports council to promote local, regional, national and international sporting and recreational events in Cortland County. Things went well and their goal was to build on the success of the 2002 Empire State Games. We were the smallest city to host that event and it was a big job well done. Tonight they are here to celebrate their success with the support of the Council, SUNY Cortland, the Chamber of Commerce, the Conventioneers Business Bureau and the Cortland County Legislature and many, many others. In just eight (8) months, from November until now, they have surpassed more than a million dollars in economic dollars brought into our region just from events they have participated in. He introduced some other members of the Council. On behalf of the Cortland Regional Sports Council, he thanked everyone and noted charter members, Tom Gallagher and Scott Steve. Michelle Phelps went over some of the events they have had an impact in in the past few months. There was the Snow Cross Race held last February. She thanked the City for their involvement and support for transporting snow into the CNY Power Sports area for the event. The next big event was the NAAU basketball tournament. Thirty (30) teams from all across the United States, plus one from the Bahamas participated. They are coming back in March of next year, but they have asked about coming back this fall for another tournament. They were pleased with SUNY Cortland and the event. The next thing was the Lumberjack Invitational, which filled the McDonald Sports Complex stands. As a result of that success, they were able to bid on the 2006 North American Championships and we are going to host them provided we can find the sponsorship dollars to pay for them. During the month of June they had three (3) lacrosse events and the last event was the full league opening day. To their knowledge, it was the largest sporting event ever held in Cortland County, with over five thousand (5,000) people on the SUNY Cortland campus for that one (1) event. In the past week they have posted two (2) items, the Bon Ton Roullet welcome reception and set up with restaurants in the city a coupon discount program for them.
Jrecks Subs, alone, had $272 worth of coupons redeemed. This added to what was spent above and beyond that at this one location, shows it brought in quite a bit of business. Right now they are in the process of hosting the NYS 2005 Junior Baseball Championships. The final game takes place August 3. There is hope that they will return next year and the Council is putting together bids for that. She thought about the Softball Tournament that Alderman Partigianoni is involved in. There are twenty-seven (27) teams here with about fifteen (15) players on each team. They each brought one person with them and that one event, brought in about $127,000 to this community. The way that is figured is taken from the NYS Department of Economic Development. One is with a lodging stay and one is without. It’s specifically geared for Upstate New York. They keep track of tickets sold, hotel rooms sold; five (5) different things to estimate the economic impact. About 75% of their expenditures are for marketing and advertising and they are spent in the community. Only about 25% goes outside of the community. In eight (8) short months, they have surpassed their goal. They also made this presentation before the Cortland County Legislature. Information packets were distributed and the Council and City were thanked again.
Cortland to host Crown City Lumberjack Invitational on May 21, 2005

The same month that Cortland hosts the venture capital world, it welcomes the legends of the lumberjack world, proving that we're a place with both brains and brawn! Very cool, indeed. Thanks to the efforts of the Cortland Regional Sports Council, the Cortland Convention and Visitors Bureau, and the new JM McDonald Sports Complex, Cortland will welcome world-class lumberjack athletes to town on May 21, for the Crown City Lumberjack Invitational. Athletes from across the United States and Canada will compete in 11 different events. Why Cortland? Because the venues here are world-class, and because Cortland is easy to get to from Ontario, Quebec, the Midwest, and the Northeast. And mostly because two local residents, lumberjack champions Dave and Peg Engasser from Virgil, want their friends and neighbors to experience the excitement of professional lumberjack competition first hand. 'We know lots of people have seen these events on television, on the ESPN Stihl Timbersports Series, the ESPN Great Outdoor Games, and the Outdoor Life Network's Lumberjack's Challenge series,' says Peg who has competed in these events and won many titles. 'Seeing these events live is even better and when we heard about the formation of the Sports Council, and visited the JM McDonald Center, we knew we could host a great contest right here at home.' Dave and Peg have been busy all winter lining up competitors for the event, and are happy to report that several World Champions and among the field. 'These elite athletes would not be traveling to Cortland if it weren't for the way the community has stepped up to look after them,' says Peg.

In addition to the attractive purse, athletes will enjoy a barbeque after the event, and will be able to take advantage of local hotels, restaurants, and recreational opportunities. One of the announcers for the contest has decided to bring his entire family, and they will do some local hiking and camping before the contest. The judges, timers an scorekeeper have also expressed their appreciation for being asked to be a part of a well-organized event. 'We do enough of these contests every year to know that you won't attract the best athletes unless you put on a quality show. They won't give up a weekend to go just anywhere. So Cortland should be pleased in its ability to attract this group,' says Peg.

The United States Axemen's Association is very interested in the Cortland event, as they will soon decide where to hold the 2006 North American Championships. Cortland is competing with a southern city to host that event. There has been some discussion among woodchoppers from Australia and New Zealand about sending teams to compete at the 2006 event. And future events may also include log rolling. Peg has taught a log rolling class at Yaman Park, and will do so again this August. If enough kids (or adults!) get involved, Cortland could become the New York center for log rolling.
2. The Gainesville Sports Organizing Committee Incorporated

Mission Statement:

Our mission is to be a leading voice of the sports and tourism industries in Alachua County; to foster economic development and add to our quality of life through sports utilizing public and private sector resources; to recruit and create sports, recreation and entertainment opportunities for the community that produce a positive economic impact; to build an understanding in the community of the importance of sports and tourism; and to do so with skill, while meeting all industry professional standards.

"We have great facilities at the University of Florida and at Santa Fe Community College that help us attract events, but more importantly, we can also offer participants a wholesome small-city atmosphere in a safe environment." - Jack Hughes

Executive Director Founded in 1988, the Gainesville Sports Organizing Committee, Inc. (GSOC) is a not-for-profit organization that strives to promote tourism through sports while creating a positive economic impact on Gainesville and Alachua County. The GSOC now helps to create an annual economic impact of about $10 million for our local economy. Since its inception, more than $130 million has been generated in direct economic activity from participants and spectators to GSOC hosted and assisted events.

Annually the GSOC hosts or helps others host more than 30 events. Past events include the Florida Law Enforcement Games, the Outback Gator Bowl, Archery Shooters Association 3-D Florida Pro-Am, FHSAA Football Finals and the FHSAA Track and Field Finals. In 1999 and 2003, the GSOC hosted the Age Group Championships, the world’s largest synchronized swimming event, for U.S. Synchronized Swimming. The GSOC also assisted area sports teams in hosting major events, ranging from swimming and softball to tennis and rowing. In 1998, the GSOC was instrumental in bringing the NIKE Florida Classic Presented by Shands HealthCare to Alachua County. The GSOC served as the local host for the 2000 Sunshine State Games, which is
sanctioned by our industry partner, the Florida Sports Foundation. The Sunshine State Games is a multi-sport competition that created a local impact of more than $3.5 million from the approximately 6,000 participants.

Wende Blumberg, the 2006 GSOC President, leads the twenty-five member GSOC Board of Trustees. The Board comes from a broad cross section of Alachua County citizens. Trustees are area business people with an interest in sports and economic development. The board includes people from sports facilities including the Stephen C. O'Connell Center, various Alachua County cities, Gainesville Raceway, local banks, insurance companies, and local print, radio and television companies.

Along with the Board of Trustees, the GSOC has a staff of three employees. Jack Hughes serves as the Executive Director. Hughes is one of only eleven members of the National Association of Sports Commissions (NASC) who has qualified as a Certified Sports Event Executive. The NASC is the 400-plus member national organization that promotes sports commission activities. Hughes serves on the Board of Directors for the NASC. He has been involved with sports and non-profit organization management since 1983. Prior to assuming his position with the GSOC in 1997, he was the Director of the Gainesville Hall County (Georgia) CVB and Sports Council. He also served in senior management positions with the 1996 Paralympic Games, and as a venue manager at Stone Mountain, GA for the Centennial Olympic Games.

Hughes oversees the organization's daily operations with assistance from Event Manager Alex Alston. The keys to the success of the Gainesville Sports Organizing Committee are intern and practical experience students from the University of Florida.

"Our organization's intern program serves as a great experience for any student looking to start in the field of sports," Hughes said. "They fill important roles for us in event management, marketing and volunteer recruitment. The interns' time and dedication to the GSOC greatly contributes to the organization's overall success."

The Gainesville Sports Organizing Committee is a private company that operates under a contract with Alachua County. It is dependent upon memberships and event income to meet its expenses. The GSOC's budget for managing events and daily operations rapidly climbed from about $200,000 in 1996 to more than $500,000 in 1999. The GSOC entered into a contract with Alachua County to operate an annual $100,000 "bid pool" to bid for hosting events and pay for costs associated with hosting events. GSOC-hosted events and those hosted by others provide funds needed to bring more events to the community. Prior to this arrangement, the Gainesville Sports Organizing Committee was limited in its efforts by budget restraints that limited travel and payment for rights fees that are required by many event rights holders.

Hughes believes that the bid pool is not the only advantage that Gainesville and Alachua County offer events looking for a place to compete.

"We have great facilities within Alachua County, including the University of Florida, Santa Fe Community College, Alachua County Parks, facilities managed by Gainesville Recreation and Parks Department, Newberry Recreation and Parks and Alachua Recreation and Parks that help us attract events. More importantly, we can also offer participants a wholesome small-city atmosphere in a safe environment."

"The amenities we offer, the opportunity to visit our area parks, springs and attractions, and our ability to host varied and successful events provides the ultimate experience for both participants and spectators to events hosted here."
3. Huntsville Sports Commission

Our Game Plan

• To identify, recruit, and promote sports events and meetings that create a positive economic impact for the city of Huntsville
• To educate the public on the economic, public relations, health, fitness, and recreational value of sports events and activities
• To strengthen relationships with other organizations that support our mission (Chamber of Commerce, VBC, CVB, hotels, and restaurants)
• To advise local organizations of the sports industry potential for proposed or remodeled facilities
• To provide quality of life events for the citizens of Huntsville
• To establish Huntsville's reputation as a premier host for sports events

HSC Incorporation

The Huntsville Sports Commission was incorporated on March 23, 2000. There were seven original board members, representing various organizations whose input was deemed vital to the success of the venture. They were:

- Ronald Evans - Von Braun Center
- Charles Winters - Huntsville - Madison County Conventions and Visitors Bureau
- Mary Ruth Yates - Huntsville City Schools
- Glen Watson - Huntsville City Council
- Terry Hatfield - Mayor's Office - City Administration
- Dallas Fanning - Urban Development
- Ralph Stone - Recreation and Landscape Management

The Board was given the power to appoint an additional 6 members and the Mayor and City Council were provided with one appointment each for a total of 15 Board Members.

The Board filed for an IRS 501 (c)(3) provision, making it a non-profit organization.

*Huntsville Times* article - July 3, 2003
The wheels are turning. Stand close enough, you can almost hear them. That's the good news.

Officially on the clock for less than a half-hour, Greg Patterson is already thinking about people to see.

Places to go. Things to do. Goals to conquer.

"I've got some things in mind I've been thinking about," he says. "I've got people here in town to see, to use their background to help us."

Heaven knows, he's been thinking about it long enough. Two years ago, he learned about his potential job. It piqued his interest then. He let himself daydream about what he might do.

Wednesday morning, it became a reality. Patterson, the longtime football coach at Huntsville High and a fixture in athletic circles here, was announced as the executive director of the Huntsville Sports Commission.

That's good news too. Good news on two fronts:

One, that the still-young commission, whose business had been conducted for two years by a 15 person board of volunteers finally installed a full-time director.

Two, that the commission selected Patterson.

"Knowledge, experience, intelligent...a team player and natural leader, organized and a role model," said commission president James Brown, reciting some of Patterson's qualities.

The first day of Greg Patterson's new life is also the first day of a new life for Huntsville sports.

It's not exaggerating to say this is the most important day for Huntsville sports since the day Mayor Loretta Spencer initiated the formation of the commission.

When working properly, a sports commission is the perfect example of spending money to make money. A key phrase of these groups is "economic impact." It's the money that then trickles down throughout a community.

We're talking potential for big money. It breaks down to anywhere between $100 and $150 per day per visitor.

We're talking this sort of money: $23.6 million. That's the estimated economic impact through sports in 2002 for Chattanooga, a community similar to Huntsville in geography, size and facilities. Most of those events were either acquired, administered or assisted by its Greater Chattanooga Sports and Events Committee, ranging from a $5.8 million boost from a national softball tournament to $10,000 for a road race.
There are also priceless things, quality of life and exposure, that high-profile events have brought there, such as the NCAA Division I-AA national championship football game, U.S. Amateur golf tournament and an upcoming women's NCAA region tournament.

The Alabama Sports Festival was a perfect example of a powerful economic boost for Huntsville. There are hundreds of other possibilities, big and small, out there.


The wheels are turning.

It'll be a ride worth all of us taking.
4. Lehigh Valley Sports Commission

Vision Statement

The vision of the Lehigh Valley Sports Commission is to become an organization which promotes the Lehigh Valley as a sports destination. By recruiting and retaining events, the organization seeks to increase tourism, create a significant economic impact and provide for an improved quality of life for Lehigh Valley residents.

Mission Statement

The mission of the Lehigh Valley Sports Commission is to attract sports events to the Lehigh Valley through effective marketing, bid coordination and hosting activities. The sports commission will develop a fundraising mechanism for bid fees, and foster relationships with national governing bodies, sponsors and local media. Our mission includes building a volunteer base to support amateur sports events throughout the Lehigh Valley.

Board of Directors

Chairperson

Scott Craver
General Manager
Holiday Inn Conference Center
Directors

Jim Adams
President
Allentown Patriots Athletic Association

Scott Cooperman
Athletic Director
William Allen High School

Professor Douglas Turco
Professor/Director, Sports Management Program
Desales University

Jo Kraft
Recreation Development Specialist
County of Lehigh

Andy Himmelwright
General Manager
Service Electric Cable Television

Scott Morse
A.P. Kirby Sports Center
Lafayette College

Jim Tkach
Retired Head Football Coach
Northern Lehigh High School

Richard Osswald
Publisher
Lehigh Valley Sports Extra

Mary Salerno
Director of Development
Parkettes National Gymnastics Training Center

Greg Schulze
Assistant Athletic Director
Lehigh University Athletics

David Yanoshik
Director of Marketing
Express-Times

LVSC Services Provided
Assemble bid team
Assemble Local Organizing Committee (LOC)
Assist existing sports franchises
Create of sports events
Create sports-related events
Create sponsorship liaisons for LOC
Establish relationships with local sports entities and individuals, including media
Seek out events on which to bid
Marketing and promotion coordination for LOC
Presentation of bids
Recruitment of local volunteer base
Serving on LOC board of directors
Serving in a retention capacity for existing sporting events
Supervise certain aspects of event organization and preparation
Past Lehigh Valley Major Sporting Events

1992, 2000 USGA Senior Open
Saucon Valley Country Club welcomed some of golf’s most famous legends twice in one decade!

1996 Olympic Cycling Trials
The Summer Olympics were in Atlanta, and the world’s best cyclists were gearing up in the Lehigh Valley. One of only 18 such facilities in America, the Lehigh Valley Velodrome annually plays host to cycling’s best.

1997, 1998 Nike Lehigh Valley Open
The Nike Tour came through the area for a two-year run on one of the Lehigh Valley’s premier courses, the Center Valley Club.

A celebration of women’s lacrosse held on Memorial Day Weekend, these national tournaments, officially hosted by the Philadelphia Chapter of US Lacrosse, featured 60 teams competing in two divisions over a 3 day span on the Goodman Campus of Lehigh University.

Firestone Indy 225 and NASCAR Busch Series
Each year the world’s best open wheel and NASCAR racers compete at Nazareth Speedway. A true test of skill, the one mile oval is also the home track of racing legend Mario Andretti.

An International Softball Congress (ISC) sanctioned event, this Men’s Major Fastpitch tournament held annually at Patriots Park in Allentown, PA, has grown in prestige and prize money each consecutive year to become one of the premier men’s fastpitch tournaments in the country.

2003 East Coast Collegiate Division III Rugby Championships
This inaugural event featured Division III champions from the Northeast and East Penn Rugby Unions. Matches were held at the Monocacy Park Complex in Bethlehem, PA over the weekend of April 26-28, 2003.

Lehigh Valley Flames Summer Attack 2005
20 teams of 14 & under and 12 & under girls traveling fastpitch softball teams converges on the Lehigh Valley to compete in a National Softball Association (NSA) tournament at Patriots Park in Allentown, PA the weekend of June 20-22, 2003.

2005 PDGA Pro Disc Golf World Championships Pennsylvania


Parkette Invitational and Babcock Invitational
Each year the Parkette National Gymnastics Training Center welcomes two of the leading events in gymnastics. Some of the world’s most prominent male and female gymnasts make their way through the Lehigh Valley for these special events.
Allentown SportsFest
A yearly celebration featuring various sporting competitions, entertainment and food throughout the Allentown park system.

Drum Corps International
One of the country's leading drum and bugle corps competitions is held each August at Allentown's J. Birney Crum Stadium.

Celtic Classic Highland Games & Festival
The unique sports of the Emerald Isle call the Lehigh Valley home each fall, during a four-day celebration.
5. South Bend Regional Sports Commission

Our Mission
The South Bend Regional Sports Commission exists to attract and retain international, national, regional, state and local sports events to St. Joseph County and surrounding communities.

Our Vision
To promote the South Bend region as a world-class sporting event destination and to pursue and assist sports-related activities which will stimulate the local economy, enhance the area’s image, provide outstanding entertainment and participatory opportunities while contributing to the community’s quality of life.

Our Goals
To retain and strengthen existing sporting events in St. Joseph County and surrounding areas
To create a continuous communications plan which reinforces the mission of the Sports Commission

To attract international, national, regional, state and local events, meetings, conventions and sports-related activities through National Governing bodies (i.e. United States Olympic Committee, Amateur Athletic Union, National Collegiate Athletics Association, etc.)

To develop the necessary economic resources and corporate support, identifying a variety of revenue streams for long-range funding of the Sports Commission
To increase tourism by promoting St. Joseph County and surrounding communities as an ideal location for amateur (with emphasis on youth) and professional sporting events
To act as the primary source of information pertaining to existing facilities, bid procedures, contact persons, event regulations, etc.
To increase the number of participants spectators and volunteers involved in area sporting events.
To provide assistance (i.e. scholarships, grants, etc.) where possible to enable disadvantaged community members to participate in camps, clinics and other area sporting/recreational opportunities
To determine and study the necessary infrastructure to support the efforts of the Sports Commission through city/county governments, athletic community, private sector and media
To stimulate economic activity and enhance the quality of life in the South Bend region
To inspire community teamwork, volunteerism and cohesiveness

Steering Committee Members

Thom Villing, Chairman
President
Villing & Company, Inc.

John Baxter, Vice Chairman

John Anthony
President and CEO
Anthony Travel, Inc.

Brenda Bredemeier
Co-Director
Mendelson Center for Sport, Character & Culture
University of Notre Dame

Scott Correira
President
Play By Play Sports, LLC

Mark Eagan
President/CEO
The Chamber of Commerce of St. Joseph County

Mike Faulkner
Superintendent of Parks & Recreation
City of Mishawaka

Erik Haag
Executive Vice President
Palisades Baseball, Ltd.

Fred Harris, Jr.
Human Rights Commission
City of South Bend

Lynn Kachmarik
Director of Athletics
Saint Mary's College

Bernie Kish
Executive Director
College Football Hall of Fame

Tracy Knox
Partner
Barnes & Thornburg

Phil St. Clair
Park Superintendent
South Bend Parks & Recreation Department

Bill Scholl
Associate Athletics Director
University of Notre Dame

David Sparks
McDonald's/KADA Partnership

Fred Thon
Assistant to the Mayor
City of South Bend

Greg Ayers
Executive Director
South Bend Regional Sports Commission
6. Yakima Valley Sports Council

Our Services...

The Yakima Valley Sports Commission is a division of the Yakima Valley Visitors and Convention Bureau.

Mission Statement: To advance the mission of the Yakima Valley Visitors and Convention Bureau by stimulating economic growth through sporting events that generate economic impact for the Yakima Valley. Emphasis is placed on promoting the Yakima Valley as a premiere sports destination to event planners, participants and spectators while providing exception customer service.

- Act as a liaison between sports event organizers and the local hospitality industry to generate the booking of hotel room nights for outside participants and associated attendees who travel to the Yakima Valley to take part in athletic events.
  - Research room night availability to make certain there is no double booking of the city or valley.
  - Produce event leads to local hotels with information on events, dates, anticipated room nights, requested rates, etc.

- Assist local sports venue managers in preparing bids and presentations to attract state, regional or national events to the Yakima Valley.
  - Host site tours of event organizers and board members involved in decision making for sports events.
  - Help prepare bid proposals that include information on facilities, the hospitality...
industry, local attractions and welcome letters from appropriate public officials.

- **Establish relationships with state, regional and local sports event organizers to maintain and expand current sporting events held in our community.**

- **Servicing sporting events held in the Yakima Valley.**
  - Provide assistance in creating press releases for events.
  - Organizer reader board welcomes and informational postings.

- **Take an advocacy role in the development or expansion of local sports venues.**

- **Act as a clearing house of information for local events.**
  - Post event information on our website.
  - Include information on the Calendar of Events on the Yakima Visitors & Convention Bureau's web site.
  - Place event flyers or information at the Visitor Information Center
KINGSPORT - It will be a record-breaking summer for athletic events in Kingsport.

The Kingsport Convention and Visitors Bureau announced Monday that a record six national sporting events will be held in the Model City.

The fun begins right away.

This weekend, the AAU Wrestling Elementary Duals National Championship will once again be held in Kingsport. Action starts Saturday and concludes Sunday at the Buck Van Huss Dome at Dobyns-Bennett.

A record 23 teams will compete in this year's tournament.

"This is a win-win-win situation for our community," said Dennis Spurgeon, the general manager of Hertz Rent A Car, the title sponsor of the event for the eighth year. "More than 1,000 athletes and parents will be staying in our hotels and motels, eating in our restaurants and shopping in our stores."

Also on this year's calendar are the NAIA Region XII Baseball Championship, at Hunter Wright Stadium on May 9-13, and the AAU Girls Basketball 12-Under National Championship on June 30-July 8.


The summer finale will be the AAU Golf Junior Nationals at Cattails at MeadowView on July 20-Aug. 1.

"The beauty of all of these events is that the proceeds go back into the athletic programs of our local schools," Spurgeon added. "Since we started this program in 1989, we have contributed more than $700,000 to our area high schools.

"In these economic times with budgets being so tight this is a wonderful thing. By the end of the summer that number should be more than a million dollars."

First Tennessee Bank is entering its 17th year as title sponsor of the AAU national basketball championships.
"It's basketball time again in Tennessee," said Larry Estepp, regional president for First Tennessee Bank. "This is where it all begins. We'll see athletes playing here in the Tri-Cities who will eventually be a part of March Madness."

The local economic impact is just as important as the money for local high schools. With the six events, local officials project more than 10,000 visitors to the region this spring and summer.

"With that many people coming into town, we calculate an economic impact of roughly $7,125,238," said Frank Lett, the KCVB's director of sports. "Overall, since 1989, our local economy has benefited from these tournaments to the tune of $50 million."

The three baseball tournaments this summer alone should bring in more than 5,000 visitors with an economic impact of roughly $3,250,000.

"It will be a summer of baseball," said Shannon Skelton, marketing coordinator of Hardee's, the baseball tournaments' title sponsor. "We know everyone will enjoy the quality of the competition."
KCVB's efforts have big impact on local economy

Last year, tourism in Tennessee provided employment for 177,000 people statewide and accounted for $10.8 billion in aggregate economic impact. In Sullivan County, the state estimates that tourism generates more than $190 million and accounts for more than 2,300 employees with a payroll exceeding $44 million.

That makes tourism the second-largest employer in the county and ranks the area sixth overall in the state.

In Kingsport, much of that tourist activity can be directly traced to the quietly effective work of the Kingsport Convention and Visitors Bureau. Most city residents may barely notice it, but through KCVB's efforts, Kingsport has become the focus for literally hundreds of events each year that bring millions of dollars into the community.

Over the past 16 years, the KCVB - a partnership between the city and Kingsport Area Chamber of Commerce - has become a premier, not-for-profit, amateur sports marketing group, and the greater Kingsport area is much the better for it.

Earlier this week, KCVB announced a record six national sporting events to be held in Kingsport this year.

The AAU Wrestling Elementary Duals National Championship is today and Sunday at Buck Van Huss Dome at Dobyns-Bennett High School. A record 23 teams are to compete.

Calling it a win-win situation for our community, Dennis Spurgeon, general manager of Hertz Rent A Car, the title sponsor of the event for the eighth year, notes that more than 1,000 athletes and parents will be staying in Kingsport hotels and motels this weekend, eating in area restaurants and shopping in local stores.

The beauty of events like these, Spurgeon says, is that the proceeds are plowed back into the athletic programs of local schools.

Since the first AAU tournament in 1989, approximately $700,000 has been directed to local schools - a number that should grow to more than $1 million by summer's end.

With school funds always tight, that money has made a real difference in the vitality of many school athletic programs.

In regional terms, AAU events have added an impressive $50 million to the local economy over that period.

In addition to this weekend's national wrestling contests, also on the calendar are the NAIA Region XII Baseball Championship, at Hunter Wright Stadium May 9-13, and the AAU Girls Basketball 12-Under National Championship June 30-July 8.

The summer finale will be the AAU Golf Junior Nationals at Cattails at MeadowView July 20-Aug. 1.

Hats off to Kingsport Convention and Visitors Bureau and the commitment of local AAU business sponsors. Their unflagging commitment is an indispensable ingredient that has made this worthy program so successful for so long.
KINGSPORT - Ten local school athletic programs and two other athletic groups will share in more than $50,000 for helping host sports tournaments this year.

That brings the total to almost $700,000 the amateur tournaments have brought to local athletic programs in the past decade and a half.

But the impact on the region over the past 16 years totals an estimated $50 million, including $6.48 million this year, not counting the value to area sports fans of being able to see rising athletic stars compete in basketball, baseball and other sports.

The Kingsport Convention and Visitors Bureau Wednesday announced that the proceeds for area sports program from 2005 tournaments total $50,427.56.

This year, Dobyns-Bennett High and Robinson and Sevier middle schools, as well as the Kingsport Parks and Recreation Department and the Kingsport Mets, will receive part of the money.

Also, Sullivan North, South and Central high schools, as well as Tri-Cities Christian High in Blountville, Daniel Boone High in Gray, and Tennessee and Virginia high schools in Bristol will share in the money.

"They look forward to getting the money," said Neville Charlton, chairman of the KCVB.

Presenting sponsors are First Tennessee Bank, Hertz and Hardee's of the Tri-Cities.

First Tennessee Regional President Larry Estepp said he knows firsthand the impact on schools, since his daughter's athletic team won't have to spend time doing fund raising this year because of the money from the KCVB.

"And it gets a whole lot of people involved in the community," Estepp said.

Dennis Spurgeon, manager of the local Hertz franchise at Tri-Cities Regional Airport, said the tournaments boost the economy from the obvious hotel, motel, restaurant and fast-food impact down to laundromats that see a boost in business in the washing of team uniforms.

"It multiplies in places you just don't realize," Spurgeon said.

"Our customers get to see some of the best up-and-coming athletes from around the nation," said Jim Lutyens, vice president of operations and facilities for Hardee's of the Tri-Cities. "Our local youth get a chance to compete against these top athletes."

So far, the five scheduled 2006 amateur events set for Kingsport are the AAU Wrestling Elementary National Duals Team Championship; the NAIA Baseball Region XII Championship; the AAU Girls' Basketball 12 and
Under National Championship; and the AAU Baseball 15 and Under National Championship.

In addition, Kingsport and other localities are still vying for the USSSA Baseball Invitational Tournament, and Kingsport through 2009 is the alternate site for the AAU Cross Country National Championship, said Jenny Seguin, KCVB executive director.
Proceeds from AAU events in excess of $50,000

Nov. 9, 2005
By Ron Bliss
TricitiesSports.com

KINGSPORT -- "How about wow!"

That was the reaction of First Tennessee Bank Regional President Larry Estepp on Wednesday about the total amount of money given back to area schools and other organizations who shared in proceeds from sporting events sponsored by the Kingsport Convention and Visitors Bureau (KCVB) at a press conference at the Chamber.

The amount was $50,427.56 -- not a record, but still one of the best returns from a year's AAU events since Kingsport began sponsorship of national events here in the late 1980s.

The proceeds were divided between Dobyns-Bennett High School, John Sevier and Robinson Middle Schools, Sullivan South, Sullivan North, Sullivan Central, Tricities Christian, Daniel Boone and Virginia High and Tennessee High.

The Kingsport Parks and Recreation Department and the Kingsport Mets also received proceeds from the five national and regional athletic events held in Kingsport during the year under the auspices of the KCVB.

The events were the AAU Wrestling Elementary National Duals Team Championship, presented by Hertz Rent-A-Car; the NAIA Region XII Baseball Championships, presented by Hardee's Restaurants; the USSSA Baseball National Invitational, presented by Hardee’s; the AAU Boys Basketball 15-under/9th Grade National Championships, presented by First Tennessee Bank; and the USSSA Baseball 14-under 60/90 AAA World Series, presented by Hardee’s.

Estepp said he would personally benefit because his daughter plays basketball for Dobyns-Bennett.

"By getting this money, that means we're not going to have to fund-raise," said Estepp, "and that benefits the Estepp family. I, for one, can say 'It works!'"

Not only did the schools benefit from the events; the community did, too.

The economic impact of the 2005 events totaled $6,480,974. In the last 16 years, events such as those held this year have added more than $50 million to the regional economy.

"It helps the schools," said Jim Lutyens, vice president of operations and facilities for Hardee's of the Tri-Cities, "but it also benefits local athletes and our customers. Our customers get to see some of the best up-and-coming athletes from around the nation. They get to see the 'Stars of Tomorrow.' Our local youth get a chance to compete against these top athletes, providing them with the opportunity to further enhance their skills."

"As a rental car agency, Hertz receives a direct economic impact from these events because they bring visitors to the region," said Dennis Spurgeon, the Tri-Cities manager for Hertz. "These visitors rent cars and also stay in our hotels and motels, eat in our restaurants and spend money in our retail establishments. Having them in Kingsport and the Tri-Cities provides a tremendous boost to our economy and it is important we continue to support these efforts."

Spurgeon said even the laudromats gain.

"A mother on one of the teams told me I'm sure the laudromats love having up come to town," said Spurgeon. "Then she showed me all the uniforms that had to take the laudomat and clean and I could see what she meant. But then I think a lot of people prosper from these events."

There will be additional events in 2006 with five events already scheduled and a sixth probable.

The five for certain are the wrestling championship, which is returning; the NAIA regional, which will be back; the AAU Junior Golf National Championships; The AAU Girls Basketball 12 and Under National Championships and the AAU Baseball 15 and Under National Championships.

Also expected again in the USSSA AAA World Series, but it has not yet been formally awarded.

The KCVB also was recently awarded the 2007 AAU Girls' Basketball 15 and Under National Championships and given a three-year agreement on the AAU Junior Golf Championships. Kingsport has also been named an alternate site for the AAU Cross Country National Championships through 2010.
A breakdown of the 2005 events shows the 15-under/9th Grade Boys Basketball Championships had the biggest impact -- $3,854,520. The appearance of famed rap artist Master P and his son Little Romeo, who has his own show on Nickelodeon helped assured a record turnout for a local AAU event.

The other events and their impact were as follow:
USSSA Baseball World Series: $1,585,733.
AAU Wrestling: $505,906.
USSSA Baseball NIT: $397,497.
From Hamilton, Ontario, Canada….City team gets a standing O
Sheryl Nadler / the Hamilton Spectator

YELLOW JACKETS. The Blessed Sacrament girls' bantam basketball team was the first Canadian team to play in the AAU Under-12 Basketball tournament in the United States. From front (L-R) Siobhan Skippen, Rachael Lolva, Natasha Valcon, Madison Salisbury, (rear L-R) Kayla Karl, Haillie Price, Karly Roser, Alexandra Bonin, Jamie Hutcheson and Cynthia Mosca.

Blessed Sacrament girls hoops team first Canadian entry at elite U.S. tourney
By Larry Moko
The Hamilton Spectator(Jul 13, 2006)

Blessed Sacrament Yellow Jackets' head coach Kevin Karl still gets a "tingle" up his spine when he recalls recent events that took place in Kingsport, Tenn.

Karl's bantam girls' basketball team is back in Hamilton after competing at the Amateur Athletic Union of the United States 12-and-under National Championship.

It was a significant accomplishment because no Canadian girls' entry had ever played at the Division I national championship level before.

The AAU was founded in 1888 and this year the Jackets took part in the massive nine-day tournament along with 83 other hoops squads from 27 states.

Blessed Sacrament didn't win -- they finished with a 2-4 record -- but the experience was truly memorable for players and staff.

The goosebumps started with the opening ceremonies at Buck Van Huss Dome at Dobyns-Bennett High School. The Yellow Jackets were the final team to enter the gym during the processional and they were greeted by thunderous applause from a crowd of about 4,000 spectators.

"It was overwhelming," Karl said.

"They (event organizers) saved us for last. When all the other teams walked in they went to the middle of the gym. But with us, they wanted us to go straight to the podium. When we turned around the whole place was giving us a standing ovation."

Karl's daughter Kayla, a forward, said: "It was just awesome. A great experience to be there and represent Canada."

A photograph of the Yellow Jackets appeared in the Kingsport Times-News standing for the U.S. and Canadian national anthems.

"It wasn't a great rendition," Karl said with a smile of the singer's attempt at O Canada. "A couple of the parents came up to me later and apologized for it."
The Yellow Jackets also were extremely popular immediately after opening ceremonies when it came time for exchanging team pins. Everyone "swarmed" the Canadians for the hot commodity battery-operated flashing pins.

Blessed Sacrament, which placed second to Brantford CYO at the 2006 Ontario Basketball Association divisional championships in London, hadn't really intended on playing in the AAU national tournament. Jackets finished third at a tourney in Auburn Hills, Mich. which they later found out was a qualifier for nationals.

The coaches asked the parents if they wanted to make one more trip and the response was positive.

"The best competition you can get in the world at all levels of girls' basketball is in the U.S.," said Blessed Sacrament assistant coach Dave Roser, a former McMaster Marauder all-star.

"It was more physical than what we play here," Kayla Karl.

Said Kevin Karl: "The biggest thing we faced was their aggressiveness and size. We were in every game."

Blessed Sacrament -- 51-14 overall this season -- defeated Philadelphia and New England but lost to St. Louis, Southern Tennessee, North Carolina and Western Pennsylvania.

"We met so many teams from all over," said Jackets' guard Karly Roser. "They were really nice. We talked and stuff. They were so excited to meet the Canadian team."

But according to Dave Roser, Jackets don't want special treatment in the future. "We told them (the AAU) if we qualify next year we just want to be treated like one of the crowd," Roser said.
IV. National Association of Sports Commissions

We hope you will find the answers you are looking for regarding membership in the NASC below. If you have additional questions, please contact the NASC office at (513) 281-3888 or nasc@sportscommissions.org.

1) What is the National Association of Sports Commissions?
The mission of the NASC is to provide a communication network among and between sports commissions, convention and visitors bureaus, chambers of commerce and event rights holders which increases access to sports event information, educates members in the areas of sports marketing and fund raising, enriches the quality of member's sports events and promotes the value of sports commissions in their own community and within the sports industry.

2) What are the benefits of membership?
A complete list of the benefits of membership can be found on the “Become a Member” page which can be linked to by clicking the icon to your left.

3) Why should my organization join?
The NASC is the premier networking, communication and information sharing organization in the sports event industry. Our members enjoy many meaningful benefits designed to make organizations more effective and competitive in the business of bidding on, hosting and owning sports events. Benefits include many professional development opportunities, receipt of key association communications material, exclusive access to the
"Members Only" section of the web site, and meaningful discounts on industry-related conferences, publications, products, advertising, travel, etc and much much more. In addition, NASC members can now participate in the Certified Sports Event Executive (CSEE) program.

4) Who is eligible to join?
Simply put, anyone!

Any organization involved in the sports event industry. This may include but is not limited to Sports Commissions, Convention and Visitors Bureaus, Chambers of Commerce, Universities, Collegiate Conferences, Event Owners, and Suppliers to the Sports Event Industry.

Note, the organization, not the individual, is the member. Therefore, every staff member employed by the organization is also a member and may take advantage of the benefits of membership.

5) What are the categories of membership?
We have three categories:

ACTIVE
Any organization in a given city, community, or metropolitan area that is organized to solicit and/or service sports events, sports organizations, sports facilities and other types of sports-related activities in that community. Generally, this includes sports commissions, convention & visitors bureaus (with a sports sales staff person or department), chambers of commerce, park and recreation departments, colleges and universities, department of a government unit, etc.

ALLIED
Persons or firms providing equipment, services, or attractions to the field served by the Association.

RIGHTS HOLDER
All not-for-profit organizations including National Governing Bodies, Multi-sports organizations/associations, College and University Conferences, and other organizations who own events that are available to members of the Association through a bid selection process. Event rights holders must control events that are seeking host communities each year.

6) Where can I view a current list of member organizations?
Click on "Become a Member" to your left and then click on "Organization Roster".

7) What are the membership dues?
Active and Allied member dues are $700 per calendar year. Rights Holder member dues are $100 per calendar year.
NOTE - Our membership year, and thus dues, are per calendar year. If a member joins after January of any given year, they will pay the full dues amount with their application. The following year, the renewal dues rate will be discounted in accordance with when they joined the previous year.

8) How do I apply for membership?
A membership application can be found by clicking on "Become a Member" to your left. Here you can either apply online and download and print a hard copy of the application.

9) What is the Sports Event Symposium?
The NASC Sports Event Symposium is the NASC’s annual convention and meeting. Attendees of the Symposium are provided with Educational Sessions highlighting what’s "hot" in the sports event industry, Event Marketplace where Event Owners meet one-on-one with attendees to discuss bringing their events to your community, Vendor/Supplier Expo to find out what products are available to the sports event industry, Networking Opportunities through multiple receptions and gatherings providing ample time to meet and greet and much, much more!

For more information on the next Sports Event Symposium click on MEETINGS to your left and then the upcoming Symposium logo.

10) Who can attend the annual Sports Event Symposium?
Members and non-members alike are invited to attend the Symposium. Members, however, receive a significant discount on registration fees.

11) What is the Certified Sports Event Executive Program?
The Certified Sports Event Executive (CSEE) program, open to NASC members, is a "continuing education" style program where participants are provided with cutting edge knowledge from topics relevant to the sports event industry. Modules cover a variety of topics that increase participant’s efficiency and effectiveness in the workplace and enable them to earn the designation as a Certified Sports Event Executive.

Why Join?
The NASC is the premier networking, communication and information sharing organization in the sports event industry. Our members enjoy many meaningful benefits designed to make organizations more effective and competitive in the business of bidding on, hosting and owning sports events. Benefits include many professional development opportunities, receipt of key association communications material, exclusive access to the "Members Only" section of the web site, and meaningful discounts on industry-related conferences, publications, products, advertising, travel, etc. In addition, NASC members can now participate in the Certified Sports Event Executive (CSEE) program.

Benefits
Professional Development
Member-only rate for the NASC Sports Event Symposium held each April in member cities across the country.
Ability to participate in the Certified Sports Event Executive professional development program.
Priority scheduling for the NASC Event Marketplace held in conjunction with the Sports Event Symposium.
Invitation to semi-annual and regional NASC sponsored conferences and meetings.
Opportunity to participate on NASC member review committees: Marketing, Web Site, Meetings, Professional Development and Member Mentoring.
Communication
Identification of your organization as a member of the sports event industry’s leading networking association.
Bi-monthly NASC member newsletter.
NASC e-mail updates.
Participation in and access to industry surveys, reports, etc.
Ability to post member news items, job openings, press releases, etc.
Sharing and learning tips and best practices from other organization’s in the sports event industry.
Invitation to bid on the annual NASC Sports Event Symposium.

NASC Web Site
Exclusive online access to the complete NASC member roster, including:
  • Contact information
  • Organization description
  • Funding sources
  • Services performed
  • Event history/Upcoming events
  • E-mail/web site links

Complete access to the on-line Event Database.
Information on events currently available for bid as submitted by an Event Rights Holder including:
  • Organization/Contact information
  • E-mail/web link
  • Event Name
  • Event Date
  • Sport
  • Bid Deadline
  • Bid Fee
  • Bid Requirements
  • Hotel Information (optional)
  • Length of stay (optional)
  • Peak nights (optional)
  • Total room nights (optional)
  • Number of participants

Information on Affinity partnership discounts.
Member calendar of hosted events.
Board and Review Committee meeting minutes.
Member news items, job openings, press releases, etc.
CSEE Program information.
Access to published industry research and reports.

Discounts
Member-only rate to the NASC Sports Event Symposium.
Discounts on selected industry publications.
Discounts to selected industry conferences and meetings.
Discounts with selected suppliers to the sports event industry.
V. Economics of Sports Tourism

1. A Review of Economic Impact Study on Sport Events

By: Soonhwan Lee
Sport Management Program
United States Sports Academy

INTRODUCTION

Economic impact in sport events can be defined as the net change in an economy resulting from a sport event. The change is caused by activity involving the acquisition, operation, development, and use of sport facilities and services (Lieber & Alton, 1983). These in turn generate visitors' spending, public spending, employment opportunities, and tax revenue. Specifically, the economic impacts of expenditure are composed of direct, indirect, and induced effects. Direct effects are the purchases needed to meet the increased demand of visitors for goods and services. Indirect effects are the ripple effect of additional rounds of re-circulating the initial spectators' dollars. Induced effects are the increase in employment and household income that result from the economic activity fueled by the direct and indirect effects (Dawson, Blahna, & Keith, 1993; Howard & Crompton, 1995).

STATEMENT OF PURPOSE

Although many previous studies have contributed to economic the impact research of sport and/or recreational events, most studies are based upon the researchers' personal perception and arguable methodology. The purpose of this study was to review previous economic impact studies.

REASONS OF CONDUCTING ECONOMIC IMPACT STUDY

Hosting a sport event has revealed a number of benefits in our communities. Of those benefits, some reasons like increasing community visibility, positive psychic income, and enhancing community image are all common and acceptable postulations.

LITERATURE REVIEW ON ECONOMIC IMPACT STUDIES

Unfortunately, economic debates often center around the appropriateness of the size and type of multipliers used for Economic Impact Studies (EIS). The multiplier effect accounts for the overall economic impact of a sport event. The multiplier effect demonstrates the process through which initial spending in a region generates further rounds of re-spending within the region. The rippling process of subsequent re-spending is the multiplier effect. The basic principle of the multiplier effect begins with an initial spending as an increased income into an economy. A portion of the increased income is spent and further re-spent within the region (Archer, 1984; Crompton, 1995; Wang, 1997). In summary, there are three elements that contribute to the total impact of visitor spending: Direct impact (the first-round effect of visitor spending), Indirect impact (the ripple effect of additional rounds of re-circulating the initial visitors' dollars), and Induced impact (further ripple effects caused by employees of impacted business.
spending some of their salaries and wages in other business in the host community (Howard & Crompton, 1995).

A variety of multiplier used modeling techniques are available: TEIM (Travel Economic Impact Model), RIMS (Regional Input-output Modeling System) (Donnelly, Vaske, DeRuiter, & Loomis, 1998; Wang, 1997), TDSM (Tourism Development Simulation Model) (Donnelly, et al., 1998), RIMS II (Regional Input-output Modeling System, version II) (Wang, 1997), ROI (measuring financial Return On Investment) (Turco & Navarro, 1993), and IMPLAN (Impact Analysis for PLANing) (Bushnell & Hyle, 1985; Dawson, Blahna, Keith, 1993; Donnelly, et al., 1998; Howard & Crompton, 1995; and Wang, 1997). Of those modeling techniques, IMPLAN is one of popular methods. The IMPLAN model was developed by the U.S. Forest Service and Engineer Economics Associates, Inc. The IMPLAN develops input-output models for all states and counties in the United States. This model was used to estimate the employment, income, and net sales and adopted as the regional impact analysis program-of-choice. Another often-used model is RIMS, which was developed by the U.S. Department of Commerce, Bureau of Economic Analysis (BEA). This model also offers input-output tables down to the country level (Turco & Kelsey, 1992). Also, a lot of simple formulas were developed to conduct economic impact study of sport events by local sport commission companies. Table 1 shows standard formulas, which were derived from the National Association of Sport Commission (NASC).

**TABLE 1 NASC ECONOMIC IMPACT FORMULAS**

<table>
<thead>
<tr>
<th>Organization</th>
<th>Multiplier Formula Spending per person/day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque Sports Council</td>
<td>1.7 # of visitors x # of days x $200 x 1.7 = EI $200.00</td>
</tr>
<tr>
<td>Bloomington/MD DVB</td>
<td># of visitors x # of days x $183 = EI $183.00</td>
</tr>
<tr>
<td>Greater Augusta Sports Council</td>
<td>3.0 # of visitors x # of days x $167 x 3.0 = EI $167.00</td>
</tr>
<tr>
<td>Greater Cincinnati Sports &amp; Events Commission</td>
<td># of visitors x # of days x $125 = EI $125.00</td>
</tr>
<tr>
<td>Lee Island Coast CVB</td>
<td># of visitors x # of days x $100 (over 18) = EI</td>
</tr>
<tr>
<td></td>
<td># of visitors x # of days x $54 (under 18) = EI $77.00 (average)</td>
</tr>
<tr>
<td>Lisle CVB/Lisle Sports Commission</td>
<td></td>
</tr>
<tr>
<td></td>
<td># of visitors x # of days x $158.41 (1st person in room) = EI</td>
</tr>
<tr>
<td></td>
<td># of visitors x # of days x $85.41 (2-4 people in room) = EI $97.94 (average)</td>
</tr>
<tr>
<td>Shreveport Regional Sports Authority</td>
<td># of visitors x # of days x average $ spent x 2.0 = EI (average $ spent varies from event to event)</td>
</tr>
<tr>
<td>Siouxland Sports Congress</td>
<td>2.5 # of visitors x # of days x $90 x 2.5 = EI $90.00</td>
</tr>
<tr>
<td>Tallahassee Sports Council</td>
<td>1.73 # of visitors x # of days x $79 x 1.73 = EI $79.00</td>
</tr>
<tr>
<td>Waterloo CVB</td>
<td>2.5 # of visitors x # of days x $100 x 2.5 = EI $100.00</td>
</tr>
</tbody>
</table>

EI indicates the Economic Impacts Source by National Association of Sports Commissions

According to the report by National Association of Sports Commissions (NASC), the average multiplier score is 2.37 and average spending per person/day is approximately $146.89 across the United States.
2. Greater Chattanooga Sports Committee's Estimated Economic Impact Surpasses $15 Million

CHATTANOOGA, TENNESSEE  For the eighth straight year, Chattanooga exceeded the $15 million mark in estimated economic impact from sporting events. According to estimates by the Greater Chattanooga Sports and Events Committee, $15,331,148 was brought into the Chattanooga area economy through sporting events in calendar year 2003.

Sports Committee Board Chairman King Copler said, "This is terrific to reach $15.3 million this year. In a year without some of the past big events such as AAU Girls Basketball, TSSAA Spring Fling, and a major NSA girls fastpitch tournament, I think this figure is outstanding. We are already excited about our potential 2004 numbers with new events on tap like the NCAA Women's Basketball Tournament and the return of the AAU Girls Tournament."

The 2003 calendar featured two events that surpassed the $1 million plateau in estimated economic impact. Those events were the NCAA Division I-AA Football Championship ($1,148,000), and the Premiere Cheerleading Competition ($1,300,000). Three other events reached the $800,000 level or better (Dizzy Dean World Series, Generals Soccer Invitational, and the International Taekwondo Alliance Tournament).

County Mayor Claude Ramsey said, "Hamilton County's funding of The Sports Committee is a wise investment each year. The return that they bring to this community through economic impact and national recognition is outstanding."

Mayor Corker commented, "In addition to the great economic return, The Sports Committee has been instrumental in enhancing the image of our community and bringing us national exposure."

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Est. Economic Impact</th>
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</thead>
<tbody>
<tr>
<td>January 18-19</td>
<td>Dig To Win Volleyball Tournament</td>
<td>$30,000</td>
</tr>
<tr>
<td>February 1</td>
<td>TN Indoor Rowing Championships</td>
<td>$162,000</td>
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<tr>
<td>February 13-15</td>
<td>TSSAA Division I &amp; II State Wrestling</td>
<td>$320,000</td>
</tr>
<tr>
<td>February 13-15</td>
<td>Premiere Cheerleading Competition</td>
<td>$1,300,000</td>
</tr>
<tr>
<td>February 21-23</td>
<td>Sonic Challenge Softball Tournament</td>
<td>$30,000</td>
</tr>
<tr>
<td>February 28 - March 2</td>
<td>Frost Classic Softball Challenge</td>
<td>$40,000</td>
</tr>
<tr>
<td>March 1-2</td>
<td>NSA Youth Early Bird Softball Tournament</td>
<td>$25,000</td>
</tr>
<tr>
<td>March 6</td>
<td>Chattanooga Half-Marathon</td>
<td>$45,000</td>
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<tr>
<td>March 7-9</td>
<td>NSA Youth Softball Tournament</td>
<td>$20,000</td>
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<tr>
<td>March 8-9</td>
<td>NSA Adult Softball Tournament</td>
<td>$12,000</td>
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<tr>
<td>Date</td>
<td>Event Description</td>
<td>Prize Money</td>
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<td>--------------</td>
<td>--------------------------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>March 8-9, 15-16-22-23</td>
<td>Tennessee Women's State Bowling Tournament</td>
<td>$390,000</td>
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<tr>
<td>March 8-13</td>
<td>Champions Club NTRP Unsanctioned</td>
<td>$20,000</td>
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<tr>
<td>March 12-15</td>
<td>NCCAA Women's Basketball Championships</td>
<td>$110,000</td>
</tr>
<tr>
<td>March 14-15</td>
<td>International Taekwondo Alliance Tournament</td>
<td>$800,000</td>
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<tr>
<td>March 14-15</td>
<td>March Madness Softball Tournament</td>
<td>$22,500</td>
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<td>March 14-16</td>
<td>Border War Baseball Tournament</td>
<td>$312,000</td>
</tr>
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<td>March 15-16</td>
<td>ISA Adult Softball Tournament</td>
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</tr>
<tr>
<td>March 20-22</td>
<td>Lookout Classic Baseball Tournament</td>
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</tr>
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<td>March 22</td>
<td>Times Free Press Big Bucks Bass Tournament</td>
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<td>March 22-24</td>
<td>ASA Youth Softball Tournament</td>
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</tr>
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</tr>
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<td>April 3</td>
<td>Chickamauga Chase</td>
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<td>April 4-5</td>
<td>Rotary Tennis Tournament</td>
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<td>Colorguard Competition</td>
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<td>April 4-6</td>
<td>NSA Youth Softball Tournament</td>
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<td>USA Wrestling FILA Junior National Championships</td>
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<td>April 5-6</td>
<td>NSA Adult Softball Tournament</td>
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</tr>
<tr>
<td>April 6-7, 12-13, 26-27</td>
<td>YABA Bowling Tournament</td>
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<td>April 10-12</td>
<td>NASC Sports Event Symposium</td>
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<td>April 12</td>
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<td>April 17</td>
<td>Rock/Creek River Gorge Trail Race</td>
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<td>Champions Club High School Invitational</td>
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<td>April 25-27</td>
<td>USSSA Spring Classic Softball Tournament</td>
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<td>April 26</td>
<td>Spirit of Scouting Fun Day</td>
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<td>May 1</td>
<td>Chattanooga Chase</td>
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<td>TAACS State Baseball Tournament</td>
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<td>3 State 3 Mountain Bike Challenge</td>
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<td>Senior Games Softball</td>
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<td>May 8-10</td>
<td>TTU Baseball Regional</td>
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</tr>
<tr>
<td>------------</td>
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<td>May 8-10</td>
<td>Senior Games Tennis Events (Champions Club)</td>
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<td>May 8-11</td>
<td>Southern Conference Softball Tournament</td>
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<td>May 9-10</td>
<td>NSA Youth Softball Tournament</td>
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<tr>
<td>May 10</td>
<td>ISA Adult Softball Tournament</td>
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<tr>
<td>May 16-18</td>
<td>USSSA Youth Baseball NIT (9U-14U)</td>
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<td>May 16-18</td>
<td>USSSA Youth Shootout Softball Tournament</td>
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<td>May 16-19</td>
<td>US Weightlifting National Championships</td>
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<tr>
<td>May 22</td>
<td>Wild Race</td>
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<td>Choo Choo Classic Softball Tournament</td>
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<td>Champions Club Unranked Tennis I</td>
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<td>May 23-25</td>
<td>YBA State Championships (9U-17U)</td>
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<td>May 24</td>
<td>Wild Race 5k &amp; 10k</td>
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<td>May 24-26</td>
<td>Redoubt Generals Invitational Soccer Tournament</td>
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<td>May 29</td>
<td>The Bridge Run</td>
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<tr>
<td>May 30- June 1</td>
<td>ASA Youth Memorial Softball Classic</td>
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<td>May 31- June 1</td>
<td>Choo Choo Challenge Bicycle Ride</td>
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<td>June 4-8</td>
<td>TN Valley Open Championships (TVOC) Tennis</td>
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<td>Chattanooga Colonels Baseball Tournament</td>
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<tr>
<td>June 6-8</td>
<td>B&amp;H Thunder Softball Tournament</td>
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<tr>
<td>June 6-8</td>
<td>USSSA Youth State Softball Tournament</td>
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<tr>
<td>June 7</td>
<td>ISA Adult Softball Tournament</td>
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<tr>
<td>June 12-15</td>
<td>River City Classic Baseball</td>
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<td>NSA Youth Riverbend Softball Tournament</td>
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<td>June 13-15</td>
<td>Pick of Dixie Softball Tournament</td>
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<tr>
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<td>USA League Adult State Tennis Championships</td>
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<td>June 19</td>
<td>Riverbend Run</td>
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<tr>
<td>June 20-22</td>
<td>NSA Youth Softball Tournament</td>
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<tr>
<td>June 21</td>
<td>ISA Adult Softball Tournament</td>
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<tr>
<td>June 22</td>
<td>Chattanooga Dam Triathlon</td>
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<td>June 27-29</td>
<td>Bullfrog Invitational Swim Meet</td>
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<td>June 27-29</td>
<td>NSA Youth State Softball Tournament</td>
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</tr>
<tr>
<td>June 29- July 2</td>
<td>USTA National 12's Open Tennis</td>
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<td>July 5</td>
<td>USSSA Adult Softball Tournament</td>
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<tr>
<td>July 6</td>
<td>WPF Exhibition</td>
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</tr>
<tr>
<td>July 7-11</td>
<td>Christian Cheerleaders of America Cheerleading Camp</td>
<td>$48,000</td>
</tr>
<tr>
<td>July 11-13</td>
<td>ASA Youth Softball Tournament</td>
<td>$20,000</td>
</tr>
<tr>
<td>Date</td>
<td>Event Description</td>
<td>Prize Money</td>
</tr>
<tr>
<td>----------------</td>
<td>--------------------------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>July 11-13</td>
<td>NSA Youth Softball Tournament</td>
<td>$20,000</td>
</tr>
<tr>
<td>July 12-13</td>
<td>ISA Tournament</td>
<td>$11,000</td>
</tr>
<tr>
<td>July 17-20</td>
<td>Dizzy Dean High School World Series Tournament</td>
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<tr>
<td>July 18-20</td>
<td>NSA Men's A&amp;B State Softball Tournament</td>
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<tr>
<td>July 23-27</td>
<td>SEAA World Series</td>
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</tr>
<tr>
<td>July 24-26</td>
<td>Baptist World Series</td>
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</tr>
<tr>
<td>July 25-27</td>
<td>Dizzy Dean 7-U World Series</td>
<td>$880,000</td>
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<tr>
<td>July 28 - August 3</td>
<td>Chattanooga Classic (Nationwide Tour Event)</td>
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</tr>
<tr>
<td>August 2</td>
<td>WSA Adult Softball Tournament</td>
<td>$10,000</td>
</tr>
<tr>
<td>August 2-7</td>
<td>Tennessee State Closed Junior Tennis</td>
<td>$200,000</td>
</tr>
<tr>
<td>August 7</td>
<td>USSSA Adult Softball Tournament</td>
<td>$10,000</td>
</tr>
<tr>
<td>August 11-13</td>
<td>USSSA Softball Tournament</td>
<td>$15,000</td>
</tr>
<tr>
<td>August 14</td>
<td>Missionary Ridge Run</td>
<td>$10,000</td>
</tr>
<tr>
<td>August 15</td>
<td>Sports Barn Sprint Triathlon</td>
<td>$10,000</td>
</tr>
<tr>
<td>August 15-17</td>
<td>Southern USA Team Tennis</td>
<td>$75,000</td>
</tr>
<tr>
<td>August 16-17</td>
<td>USSSA &quot;C&quot; State Softball Tournament</td>
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</tr>
<tr>
<td>August 17</td>
<td>Sports Barn Spirit Triathlon</td>
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</tr>
<tr>
<td>August 19</td>
<td>Greenway Cross County Run</td>
<td>$10,000</td>
</tr>
<tr>
<td>August 22-24</td>
<td>ASA Adult State Softball Tournament</td>
<td>$13,000</td>
</tr>
<tr>
<td>August 28-</td>
<td>Tennessee Chess Association</td>
<td>$120,000</td>
</tr>
<tr>
<td>September 1</td>
<td>Chattanooga Invitational Volleyball Tournament</td>
<td>$35,000</td>
</tr>
<tr>
<td>September 5-6</td>
<td>Champions Club Unranked II</td>
<td>$15,000</td>
</tr>
<tr>
<td>September 5-7</td>
<td>FCA Run</td>
<td>$10,000</td>
</tr>
<tr>
<td>September 6</td>
<td>UTC Cross Country Invitational</td>
<td>$17,000</td>
</tr>
<tr>
<td>September 11</td>
<td>Junior Davis/Fed Cup Tennis 14, 16, &amp; 18s</td>
<td>$100,000</td>
</tr>
<tr>
<td>September 12-14</td>
<td>Times Free Press Big Bucks Bass Tournament</td>
<td>$95,000</td>
</tr>
<tr>
<td>September 13</td>
<td>Symphony Classic Run</td>
<td>$10,000</td>
</tr>
<tr>
<td>September 18</td>
<td>Junior Davis/Fed Cup Tennis 12's</td>
<td>$75,000</td>
</tr>
<tr>
<td>September 19-21</td>
<td>HCAC Softball Tournament</td>
<td>$40,000</td>
</tr>
<tr>
<td>September 25-27</td>
<td>Komen Chattanooga Race For The Cure</td>
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<tr>
<td>September 26-28</td>
<td>Steve Baras Invitational Tennis Tournament</td>
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<tr>
<td>September 27</td>
<td>Tennessee Tandem Volleyball Tournament</td>
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</tr>
<tr>
<td>October 2-5</td>
<td>TN State Closed Adult Tennis Championships</td>
<td>$150,000</td>
</tr>
<tr>
<td>October 3-12</td>
<td>ITA Men's All American Tennis Championship</td>
<td>$500,000</td>
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<tr>
<td>October 5</td>
<td>Sequatchie Valley Century Bike Ride</td>
<td>$15,000</td>
</tr>
<tr>
<td>October 9</td>
<td>Stump Jump Trail Run</td>
<td>$10,000</td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td>Estimated Impact</td>
</tr>
<tr>
<td>-----------------</td>
<td>------------------------------------------------------</td>
<td>------------------</td>
</tr>
<tr>
<td>October 10-12</td>
<td>NSA Adult World Series</td>
<td>$25,000</td>
</tr>
<tr>
<td>October 11</td>
<td>Chattanooga Head Race</td>
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</tr>
<tr>
<td>October 17-19</td>
<td>ASA Fall Brawl</td>
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<td>October 17-19</td>
<td>USA Mixed Doubles Sectional Championships</td>
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</tr>
<tr>
<td>October 17-19</td>
<td>USTA Mixed Doubles Championships</td>
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</tr>
<tr>
<td>October 23</td>
<td>Signal Mountain Pie Run</td>
<td>$10,000</td>
</tr>
<tr>
<td>October 29-</td>
<td>TSSAA Girls State Soccer Tournament</td>
<td>$300,000</td>
</tr>
<tr>
<td>November 2</td>
<td>October 6</td>
<td></td>
</tr>
<tr>
<td>November 6</td>
<td>Ocoee River Autumn Trail Run</td>
<td>$10,000</td>
</tr>
<tr>
<td>November 13</td>
<td>Chickamauga Battlefield Marathon</td>
<td>$17,000</td>
</tr>
<tr>
<td>November 14-16</td>
<td>Choo Choo Classic Dart Tournament</td>
<td>$12,000</td>
</tr>
<tr>
<td>November 21-23</td>
<td>Southern Conference Volleyball Tournament</td>
<td>$90,000</td>
</tr>
<tr>
<td>November 27</td>
<td>Sports Barn Turkey Trot</td>
<td>$20,000</td>
</tr>
<tr>
<td>December 6</td>
<td>Joe Johnson Mental Health Run</td>
<td>$10,000</td>
</tr>
<tr>
<td>December 12-14</td>
<td>Jeffrey Katcher Memorial Gymnastics</td>
<td>$210,000</td>
</tr>
<tr>
<td>December 18</td>
<td>Wauhatchie Trail Run</td>
<td>$10,000</td>
</tr>
<tr>
<td>December 19</td>
<td>NCAA Division I-AA Football Championship</td>
<td>$1,148,000</td>
</tr>
<tr>
<td>December 19-20</td>
<td>McCallie Invitational Wrestling Tournament</td>
<td>$25,000</td>
</tr>
<tr>
<td>December 31</td>
<td>Karen Lawrence Run</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

**Total Estimated Economic Impact:** $15,331,148

### 3. Kingsport Sports Tourism Dollars in 2005

Local Economic Impact (new dollars injected into local business in 2005 = $6.48 million)

1. 15-under/9th Grade Boys Basketball Championships had the biggest impact -- $3,854,520
2. USSSA Baseball World Series: $1,585,733.
3. AAU Wrestling: $505,906.
4. USSSA Baseball NIT: $397,497.

Sponsorship Dollars Produced for Local Schools in 2005 - $50,000
4. Cortland Sports Tourism Economic Impacts

**Current 2005 Events**

**A**  
**Section III Soccer SemiFinals** (November 5, 6 2004)  
Site: SUNY Cortland  
Economic Impact: $209,438.00

**B**  
**NYSPHS Volleyball** (November 12, 13 2004)  
Site: SUNY Cortland  
Economic Impact: $137,060.88

**C**  
**CNY Powersports SnoCross Race** (February 5, 6 2005)  
Site: CNY Powersports  
Economic Impact: $207,130.00

**D**  
**ATV Special Events 2004 Season Banquet** (February 12, 2005)  
Site: Holiday Inn  
Economic Impact: $5,030.30

**E**  
**AAU Basketball Tournament - Cortland Shootout** (March 25 & 26, 2005)
Site: SUNY Cortland Park Center and Luske Field House
Economic Impact: $42,373.87

**F** New York State YMCA Gymnastics Competition (April 15th & 16th, 2005)
Site: JM McDonald Sports Complex
Economic Impact: $19,727.50

**G** Crown City Soccer Friendlies (April 30 & May 1, 2005)
Site: SUNY Cortland Stadium Complex
Economic Impact of $7,693.55

**H** Crown City Lumberjack Invitation (May 21, 2005)
Site: JM McDonald Sports Complex
Economic Impact of $14,795.00

**I** NYSPHSAA Girl’s Lacrosse Championships (June 4, 2005)
Site: SUNY Cortland
Economic Impact of $68,453.05

**J** North/South Lacrosse Game and Banquet
Economic Impact of $73,976.00

**K** Bull League Lacrosse Opening Day
Economic Impact of $321,939.00

**L** BonTon Roulet Bicycle Tour
Economic Impact of $26,631.00

**M** NYS Junior American Legion Baseball Championships
Economic Impact of $25,408.88

**N** Celtic Festival / Heavy Athletics
Economic Impact of $184,464.18

**O** Southern Tier Bowhunters Championships
Economic Impact of $8,877.00

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**TOTAL = $1,352,998.21**
5. Economic Impact of Hosting ASA Tournaments
by Brian McCall

Have you thought about trying to bring a tournament to your city, but needed more information to convince your city leaders? The following article is designed to show how beneficial it is to host an ASA tournament, and why more and more communities are inquiring about bringing tournaments to their town. The ultimate question will be, “What is the economic impact to our city?” Economic impact is defined as the monetary benefit a community receives for hosting an event. Each dollar spent by an individual attending the event -whether a participant, family member or spectator -for housing, food, equipment, clothing, gas, entertainment, souvenirs, etc. is compiled into the total economic impact scenario.

The Amateur Softball Association has conducted previous studies using predetermined data on national spending patterns that indicate the following breakdown for every dollar spent by a visiting individual:

| Lodging | 33% |
| Restaurants | 25% |
| Vehicle operations | 21% |
| Souvenir/Gifts | 10% |
| Other | 6% |
| Entertainment | 5% |

Each community utilizes a different formula to determine the per day expenditure of an individual and the dollar turnover rate. The dollar turnover rate is the number of times each dollar will be spent before that particular dollar leaves the community. The U.S. Chamber of Commerce uses a turnover of seven times the national figure.

A study conducted by the ASA of the 2000 ASA National Championship Finals used modest estimates for hotel rates, expenditures (food, gas, souvenirs, etc.) and dollar turnover rate.

To look at the 2000 national championships, we broke the tournaments into separate divisions of play - men's slow pitch, women's fast pitch, girls' fast pitch, boys' slow pitch, etc. - and took an average of all the teams that competed in that division of play. To calculate the number of players, take the number of teams and then multiply that number by 15. (Note: Only players were used for the calculations. Almost all teams that compete at the national level bring family members and/or friends with them.)

Hotel cost is estimated at $50 per night with a two-night stay, with two people per room. Expenditures are figured at $35 per person, per day, for two days. (Note: Most national tournaments run for more than two days.)

To figure the dollar turnover rate you multiply the hotel and the expenditures by a modest 3.5 and this will be the economic impact.

<table>
<thead>
<tr>
<th>Division</th>
<th>Avg. #</th>
<th>Hotels</th>
<th>Food/ Gas/Etc.</th>
<th>Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men's Slow Pitch</td>
<td>59 teams</td>
<td>$33,750</td>
<td>$47,250</td>
<td>$283,500</td>
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<tr>
<td>Women's Slow Pitch</td>
<td>34 teams</td>
<td>$25,500</td>
<td>$35,700</td>
<td>$214,200</td>
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<tr>
<td>Coed Slow Pitch</td>
<td>28 teams</td>
<td>$21,000</td>
<td>$29,400</td>
<td>$176,400</td>
</tr>
<tr>
<td>Men's Fast Pitch</td>
<td>44 teams</td>
<td>$33,000</td>
<td>$46,200</td>
<td>$277,200</td>
</tr>
<tr>
<td>Women's Fast Pitch</td>
<td>21 teams</td>
<td>$15,750</td>
<td>$22,050</td>
<td>$132,300</td>
</tr>
<tr>
<td>Men's Modified Pitch</td>
<td>31 teams</td>
<td>$23,250</td>
<td>$32,550</td>
<td>$195,300</td>
</tr>
<tr>
<td>Women's Modified Pitch</td>
<td>15 teams</td>
<td>$11,250</td>
<td>$15,750</td>
<td>$94,500</td>
</tr>
</tbody>
</table>

In the Junior Olympic National Championships the number of players were calculated the same way as the adults. For hotel, we estimate two rooms at $50 per night for two nights (one room for the player and one room for the parents), and the expenditures are figured at $75 per day for two days.
After combining the totals of all the ASA National Championships we found the numbers to be staggering. With 2256 teams competing in the 2000 ASA National Championship Finals, an estimated $3,384,000 was spent on hotels, $5,076,000 was spent on food, gas, etc. and there was an economic impact of $29,610,000.

Each year, the Amateur Softball Association is noticing an increasing number of cities that are interested in bringing an ASA national tournament to their community, and after reviewing these numbers we can see why.

**Economic Impact of Hosting ASA Tournaments**

The following is a listing of some of the ASA's top national championships and the economic impact they made in the host communities.

<table>
<thead>
<tr>
<th>Division</th>
<th># of Teams</th>
<th>Hotels</th>
<th>Food/ Gas/Etc.</th>
<th>Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men's B Slow Pitch</td>
<td>83 teams</td>
<td>$62,250</td>
<td>$87,150</td>
<td>$522,900</td>
</tr>
<tr>
<td>Men's C Slow Pitch</td>
<td>100 teams</td>
<td>$75,000</td>
<td>$105,000</td>
<td>$630,000</td>
</tr>
<tr>
<td>Men's D Slow Pitch</td>
<td>97 teams</td>
<td>$72,750</td>
<td>$101,850</td>
<td>$611,100</td>
</tr>
<tr>
<td>Women's C Slow Pitch</td>
<td>50 teams</td>
<td>$37,500</td>
<td>$52,500</td>
<td>$315,000</td>
</tr>
<tr>
<td>Women's D Slow Pitch</td>
<td>49 teams</td>
<td>$36,750</td>
<td>$51,450</td>
<td>$308,700</td>
</tr>
<tr>
<td>Men's B Fast Pitch</td>
<td>67 teams</td>
<td>$50,250</td>
<td>$70,350</td>
<td>$422,100</td>
</tr>
<tr>
<td>Men's C Fast Pitch</td>
<td>77 teams</td>
<td>$57,750</td>
<td>$80,850</td>
<td>$485,100</td>
</tr>
<tr>
<td>Men's A Modified Pitch</td>
<td>33 teams</td>
<td>$39,750</td>
<td>$55,650</td>
<td>$333,900</td>
</tr>
</tbody>
</table>

As you will see, the Junior Olympic numbers are considerably higher than adult numbers. That is due to the formula used to find the hotel cost. We estimate two rooms at $50 per night for two nights (one room for the player and one room for the parents). The expenditures are figured at $75 per day for two days.

<table>
<thead>
<tr>
<th>Division</th>
<th># of Teams</th>
<th>Hotels</th>
<th>Food/ Gas/Etc.</th>
<th>Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Girls' 18-U Gold Fast Pitch</td>
<td>68 teams</td>
<td>$102,000</td>
<td>$153,000</td>
<td>$892,500</td>
</tr>
<tr>
<td>Girls' 18-U A Fast Pitch</td>
<td>84 teams</td>
<td>$126,000</td>
<td>$189,000</td>
<td>$1,102,500</td>
</tr>
<tr>
<td>Girls' 16-U A Fast Pitch</td>
<td>86 teams</td>
<td>$129,000</td>
<td>$193,500</td>
<td>$1,128,750</td>
</tr>
<tr>
<td>Girls' 16-U B West</td>
<td>46 teams</td>
<td>$69,000</td>
<td>$103,500</td>
<td>$603,750</td>
</tr>
<tr>
<td>Girls' 14-U A Fast Pitch</td>
<td>89 teams</td>
<td>$133,500</td>
<td>$200,250</td>
<td>$1,168,125</td>
</tr>
<tr>
<td>Girls' 14-U B Fast Pitch</td>
<td>50 teams</td>
<td>$75,000</td>
<td>$112,500</td>
<td>$656,250</td>
</tr>
<tr>
<td>Girls' 12-U A Fast Pitch</td>
<td>76 teams</td>
<td>$114,000</td>
<td>$171,000</td>
<td>$997,500</td>
</tr>
<tr>
<td>Girls' 12-U B West</td>
<td>50 teams</td>
<td>$75,000</td>
<td>$112,500</td>
<td>$656,250</td>
</tr>
<tr>
<td>Girls' 10-U A Fast Pitch</td>
<td>50 teams</td>
<td>$75,000</td>
<td>$112,500</td>
<td>$656,250</td>
</tr>
<tr>
<td>Girls' 10-U B Fast Pitch</td>
<td>38 teams</td>
<td>$75,000</td>
<td>$85,500</td>
<td>$498,750</td>
</tr>
</tbody>
</table>

If you would be interested in hosting an ASA tournament, or would like more information on how to bid for one of the ASA National Championships, please contact your local state/metro commissioner.
6. Cities compete to host sporting events
Apr 1, 2006 12:00 PM  Nancye Tuttle

Revenue calls small cities to get in on the action. Officials in small American cities have discovered they do not have to be a Detroit, site of the 2006 Super Bowl, or a Salt Lake City, scene of the 2002 Winter Olympics, to attract sporting events. With well-run venues, and support from local businesses and residents, small-to-mid-size cities can attract thousands of visitors and pump millions of dollars into the local economy.

This month, Lowell, Mass., a former mill city with 125,000 residents, will welcome the World Men's Curling Championships, a week-long competition, attracting visitors from Europe, Japan, Canada and the United States. Visitors will pack restaurants and hotels, shop local stores and visit museums, spending an estimated $5.1 million.

In mid-March, Salem, Va., a city of 20,000 residents, was the scene of board-pounding college basketball, when the NCAA Division III Men's Basketball Championships attracted 3,400 fans to the Salem Civic Center, part of an expansive sports complex with a 7,500-seat football stadium and a 6,300-seat baseball park designed to host Division III national football, softball, baseball and volleyball championships.

In mid-July, the En-Joie Golf Course in Endicott, N.Y., a village that is part of 200,000-resident Binghamton, will host the BC Open, a part of the Professional Golfers' Association of America Tour, a tradition since 1971. With a purse of $3.5 million, it is a smaller stop on the tour. Yet, by all accounts, it is also one of the friendliest, giving more than $8 million to local charities over the years.

A well-run venue is crucial, officials say. In its nine-year history, Lowell's Tsongas Arena, which is owned by the city and managed by Philadelphia-based SMG, has gained a reputation for successfully staging sporting events, hosting national synchronized skating championships and world cup tennis. The arena is home to semi-professional and college hockey teams. “We have a wonderful venue, and one of our goals is to bring major events here,” says Deborah Belanger, director of Lowell-based Merrimack Valley Convention and Visitors Bureau.
In NCAA sports, the Salem Civic Center is well-known. “It started with the Stagg Bowl, the national championship for Division III football,” says Carey Harveycutter, director of the city-owned center since 1968. “It was a rousing success and led to an agreement with the NCAA to host Division III softball, [which] led to basketball, baseball and volleyball. Word got around that we knew how to run these events, and it just sort of snowballed.”

Attracting sporting events involves cooperation and teamwork, and months or years of planning. In Lowell, pursuit of the curling championships began six years ago with talks between city officials and curling organizers, Belanger says.

The partnership plunged full-speed ahead in 2002, when the World Curling Federation awarded Lowell the 2006 championships. Today, the city is ready for the influx of visitors who will purchase 45,000 seats during the competitions, boosting the economy. “It will be fabulous,” says City Manager John Cox. “Here we are, the city of Lowell hosting a real world event, an Olympic sporting event at Tsongas Arena. It's been an unbelievable journey, but well worth it.”

Officials say resident participation, either through volunteering or attending the events, helps ensure success. “It's important to create a strong local base, even for events for which the community has no direct connection,” Harveycutter says. “For football and basketball, we sell 1,500 to 2,000 seats locally. The competition is good, and local people enjoy it.”

Hosting spectator sporting events can be economically profitable for smaller cities, and Salem experienced a big economic boost in March, Harveycutter says. “The championships bring in $4 [million] to $6 million a year in tourism dollars for the local economy,” he says. “And it's clean money. They come in, spend it, leave, and you don't have to educate their kids.”

The same is true for Endicott, says Alex De Persis, president of the Greater Binghamton Chamber of Commerce. “There are 75,000 to 80,000 [people] at the golf course, and we estimate they add $4 [million] to $5 million to the economy each July,” he says. Those numbers make city officials and residents feel good about playing host to smaller, yet no less impressive, sporting events.
7. Economic Impact Calculation Examples

**TABLE 1**
TOTAL DIRECT EXPENDITURES

<table>
<thead>
<tr>
<th>Item</th>
<th>Per Person, par Day</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Expenditures in Ocean City ($)</td>
</tr>
<tr>
<td></td>
<td>Out-of-Towners</td>
</tr>
<tr>
<td>Food and beverage</td>
<td>18.18</td>
</tr>
<tr>
<td>Nightclubs, lounges, and bars</td>
<td>2.07</td>
</tr>
<tr>
<td>Retail shopping</td>
<td>15.42</td>
</tr>
<tr>
<td>Lodging expenses</td>
<td>11.97</td>
</tr>
<tr>
<td>Private auto expenses</td>
<td>3.51</td>
</tr>
<tr>
<td>Commercial transportation</td>
<td>0.00</td>
</tr>
<tr>
<td>Other expenses</td>
<td>0.00</td>
</tr>
<tr>
<td>Total</td>
<td>51.14</td>
</tr>
</tbody>
</table>

**TABLE 2**
THE ECONOMIC IMPACT OF OUT-OF-TOWN VISITORS AND EXTENDED STAYERS ON SALES, PERSONAL INCOME, AND EMPLOYMENT

<table>
<thead>
<tr>
<th>Item</th>
<th>Impact on Sales</th>
<th>Impact on Personal Income</th>
<th>Impact on Employment (jobs)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Out-of-Towners</td>
<td>Extended Stayers</td>
<td>Out-of-Towners</td>
</tr>
<tr>
<td>Food and beverage</td>
<td>894,828</td>
<td>264,189</td>
<td>281,491</td>
</tr>
<tr>
<td>Nightclubs, lounges, and bars</td>
<td>79,100</td>
<td>47,863</td>
<td>29,766</td>
</tr>
<tr>
<td>Retail shopping</td>
<td>584,178</td>
<td>151,151</td>
<td>293,722</td>
</tr>
<tr>
<td>Lodging expenses</td>
<td>473,196</td>
<td>170,606</td>
<td>182,878</td>
</tr>
<tr>
<td>Private auto expenses</td>
<td>132,930</td>
<td>56,276</td>
<td>51,706</td>
</tr>
<tr>
<td>Commercial transportation</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other expenses</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Totals</td>
<td>1,964,234</td>
<td>691,114</td>
<td>819,367</td>
</tr>
</tbody>
</table>
8. Comparative Economic Impact Analyses

Is Smaller Better? A Comment on “Comparative Economic Impact Analyses” by Michael Mondello and Patrick Rishe

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November 2004

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INTRODUCTION

In a recent article in *Economic Development Quarterly*, "Comparative Economic Impact Analyses: Differences Across Cities, Events, and Demographics" (November 2004), Michael Mondello and Patrick Rishe examined the economic impact of sporting events. Their scholarly work is distinguished by its focus on smaller amateur events such as the NCAA Women’s Final Four basketball tournament, the NCAA Division I wrestling championships, and the national Junior and Senior Olympic games. Most previously published studies of sporting events have tended to focus on huge “mega-events” such as the Super Bowl (Porter, 1999; Baade and Matheson, 2000b), the World Cup (Baade and Matheson, 2004a), large auto races such as the Daytona 500 (Baade and Matheson, 2000a) or Indy 500 (Rosentraub, 2000), the Olympics (Kasimati, 2003), or post-season play in the “big four” professional sports (Coates and Humphreys, 2002). Independent studies of mega-events routinely conclude that *ex ante* estimates of the economic benefits of these events overestimate the actual *ex post* benefits by a wide margin. A common rule of thumb used by experts in the field simply reduces published advocacy estimates by a factor of ten in order to get a more accurate assessment of the true impact of an event on the host community.

While all of the events examined by Mondello and Rishe are studied using *ex ante* analysis, they make a convincing case that their *ex ante* predictions will provide a reasonably accurate estimate of the true effect of these events on the local economies. This result begs the question of why *ex ante* estimates of small events are so much more accurate than *ex ante* estimates of mega-events. This short comment provides four possible explanations for this finding, gives recommendations for local development authorities, and provides directions for future research.
COMPARING SMALLER EVENTS TO MEGA-EVENTS

Crowding Out

A primary flaw that economists find with many economic impact studies is that little consideration is taken for the fact that event visitors may displace ordinary tourists and business travelers who wish to avoid the crowds and congestion associated with a mega-event. The Super Bowl, for example, takes place annually in January, usually in warm, tourist-friendly cities. Hotels in these cities generally experience relatively high occupancy rates during the Super Bowl weekend even in the years in which they do not host the championship game. Similarly, Daytona Beach is a popular winter destination and would attract significant numbers of tourists in February even without the Daytona 500. The fundamental shortcomings of these studies involves the failure to identify changes in spending by residents of the host community and a “netting out” of spending reductions by those who would have visited the host city, but are “crowded out” by sports fans.

Crowding out is much less likely to occur during a small event than during a mega-event. It is difficult to believe that large numbers of travelers will fundamentally change their travel plans due to a relatively minor occasion such as a local marathon or amateur track and field competition, and therefore these events may get all of the benefits of increased visitor spending without the costs of displaced visitors.

Costs of Hosting and Security

The high profile of mega-events makes hosting them extraordinarily expensive, especially in the wake of 9/11. Unfortunately, mega-events present prime targets for terrorists as witnessed by the bombing of the 2000 Olympic Games in Atlanta and the Israeli athlete tragedy at the 1972 Munich games. In response to terrorist threats, Greece spent approximately $1.3 billion for security alone for the 2004 Summer Games. Along similar lines, the security measures put in place for the 2004 Democratic and Republican National Conventions in Boston and New York City required closing down significant portions of these cities’ transportation networks and resulted in major disruptions in the lives of the cities’ citizens. These disruptions (along with crowding out) translated into decreased economic activity in the host cities despite the presence
of tens of thousands of conventioneers and media personnel. For example, attendance at Broadway shows during the Republican National Convention in New York City in 2004 was 18% lower than the same period a year earlier.

While security measures cannot be ignored for minor sporting events (who would have imagined prior to April 19, 1995 that Oklahoma City would be a prime terrorist target), the security costs and the local inconveniences caused by toughened security measures will be orders of magnitude lower than for mega-events.

In addition, higher profile events also place additional demands on local organizers. While amateur competitions must content themselves with available facilities, mega-events generally demand very costly state-of-the-art facilities and first-class accommodations for athletes as a condition for hosting the event. Of course, event boosters justify these additional costs by claiming high returns. Even if mega-events do result in large economic benefits, an obviously contentious claim in and of itself, the high costs of hosting certainly reduce net benefits organizers and local governments. For example, after costs were accounted for, the Texas Comptroller estimated the net benefits to the state from Super Bowl XXXVIII held in Houston in January 2004 were less than $1 million.

On a more mundane line, mega-events simply require larger (and consequently more expensive) sporting facilities that are likely to be little used in future. Few cities have a need for natatorium seating 10,000 spectators as would be required to host the Olympics. Smaller swimming facilities, however, could frequently be used for events such as high school or collegiate championships while still accommodating most anticipated crowds. Quite simply put, mega-events cause over-investment in rarely used sports facilities.

Multiplier Analysis

Ex ante economic impact analysis is generally done by estimating direct spending at an event, and then applying a multiplier to account for money circulating through the economy after the initial round of spending. The economic multipliers used in these analyses are calculated using complex input-output tables for specific industries based upon inter-industry relationships within regions based upon an economic area’s normal production patterns. During mega-events,
however, the economy within a region may be anything but normal, and therefore, these same inter-industry relationships may not hold. Since there is no reason to believe that the usual economic multipliers are the same during mega-events, any economic analyses based upon these multipliers may, therefore, be highly inaccurate.

For example, nationally-owned hotel chains commonly raise their regular room rates during mega-events (by up to a factor of four), the presence of a mega-event results in abnormal windfall profits to the hospitality industry much of which will immediately leave the host city. Wages paid to local workers, money that typically stays and recirculates in the host city, however, are unlikely to change significantly. Since the proportion of income earned by a city’s businesses and workers that leaves the city increases during mega-events, any multipliers based on typical business patterns will be artificially high when applied to mega-events (Matheson, 2004).

Since smaller events are less likely to cause deviations from normal business patterns, the multipliers applied for these events are much more likely to represent an accurate estimate of indirect spending.

**Political Economy**

A final reason that economic impact estimates from small events may come closer to reality than those of mega-events is that smaller events may have less incentive to produce inflated results. Sports leagues routinely use All-Star games and league championships as a carrot to entice otherwise reluctant cities into providing large subsidies for new sports infrastructure. Of the 15 Major League Baseball stadiums built between 1970 and 1997, 13 were selected to host an All-Star Game within 5 years of construction (Baade and Matheson, 2001). Similarly, immediately prior to a recent vote in Arlington, Texas that would provide public funding for a new stadium for football’s Dallas Cowboys, National Football League Commissioner Paul Tagliabue promised the city a future Super Bowl if the new stadium was built and touted the large economic benefits of the big game on the local economy. Obviously, if the lure of a mega-event is being used to convince skeptical taxpayers to spend public funds for
stadium construction, the league has every incentive to inflate the benefits of the mega-events as much as possible. Furthermore, since mega-events inconvenience local citizens due to crowds, congestion, and increased security measures, local politicians want to point to large economic gains for the city to assuage public skepticism regarding these events.

Smaller events are much less frequently used to justify public expenditures on infrastructure, and they less often ask for handouts to defray hosting costs. Therefore, these competitions have significantly less incentive to artificially inflate their economic impact figures.

**CONCLUSIONS AND RECOMMENDATIONS**

Mondello and Rishe’s work clearly suggests a prime area for future economic research: the study of *ex post* economic gains from less prominent sporting events. While the highly publicized claims of huge economic benefits from mega-events have been widely debunked by a number of *ex post* academic studies, the field of amateur events is nearly untouched. (See Baade and Matheson (2004b) for one such *ex post* study of the NCCA Men’s and Women’s basketball tournaments.) It must be noted that isolating the effects of a sporting contest in a large, diverse metropolitan economy is demanding even with mega-events and will be comparatively harder as the size of the event diminishes. This difficulty, however, is tempered by the fact that smaller events often take place in small and medium-sized cities, which makes any impact relatively larger and easier to identify.

From a policy standpoint, if Mondello and Rishe’s claims of significant economic impact from small sporting events hold up under *ex post* scrutiny, their results send a clear message to metropolitan areas using sports infrastructure as an economic development tool. More modest development plans based upon the economic impact of a large number of smaller events are much more likely to yield positive net benefits than grandiose schemes based on attracting a handful of large mega-events.