

SOUTHERN NEVADA
SPORTING EVENT COMMITTEE

**U.S. Sports Commissions
Overview and Committee
Considerations**



The Boston Globe

Tourism and Sports Win Big by Teaming Up

*“Already a \$1.41 trillion industry worldwide, sports tourism is projected to shoot up to a projected **\$5.72 trillion by 2021...**”*

Source: The Boston Globe, 1/11/18



Sports Tourism in the United States

\$10.5 B

2016 Total Visitor Spending

Source: National Association of Sports Commissions





“A special, dedicated effort led by community volunteers and ably assisted by quality staff members can make sports a major force in economic development or revitalization.”

Source: National Association of Sports Commissions





**Committee
Consideration**

Defining the Mission



General Organizational Structures

**Non-Profit
501(c)(3)**

**Non-Profit
501(c)(6)**

**Divisions of CVBs
or DMOs**

80 to 90

Organizations

±500

Organizations

Source: National Association of Sports Commissions. CVB are convention and visitors bureaus and DMOs are destination marketing organizations.





**Committee
Consideration**

Determining the Entity Structure



Sports Commissions in the United States



27%

**Organizations Indicated Owning
Their Own Sporting Event**

Source: National Association of Sports Commissions (2017 Report)



Sports Commissions in the United States



53

**Average Number of Annual
Sports Events Hosted**

Source: National Association of Sports Commissions



Examples of Potential Large-Scale Events

**NFL
Super Bowl**

**Neutral Site
College
Football**

**Professional
All-Star
Games**

**Neutral Site
College
Basketball**

**NFL
Draft**

**Major League
Soccer**

**Major
Races**

Rugby





**Committee
Consideration**

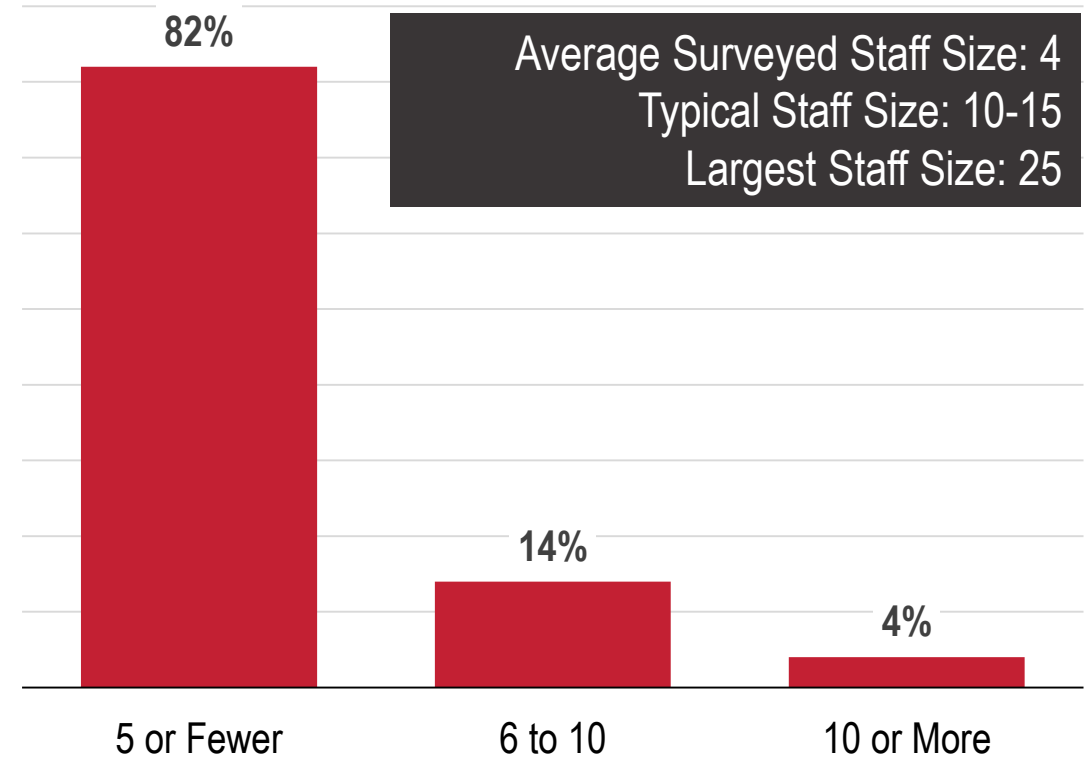
Event Schedules vs. Market Need



Sports Commissions in the United States



Full-Time Staff (Surveyed)



Source: National Association of Sports Commissions (2017 Report)





**Committee
Consideration**

Staffing Needs and Positions



A Range of Sources of Funding

Public vs. Private

Membership
Fees &
Sponsorships

Owned &
Operated
Events

CVBs, DMOs
& Local
Governments

Specific
Taxation
Districts

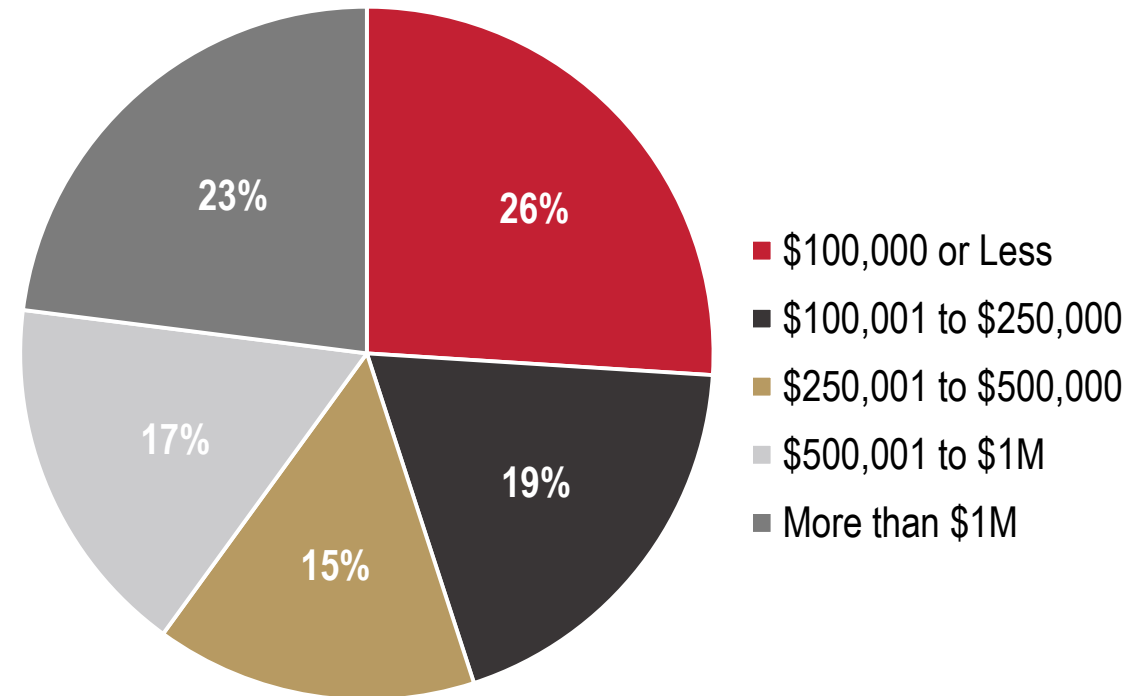
Recurring vs. Non-Recurring



Sports Commissions in the United States



Operating Budget



Source: National Association of Sports Commissions (2017 Report)



Sports Commissions in the United States



79%

**Organizations Reporting
Paying Bid Fees in 2016**

Source: National Association of Sports Commissions. Note: Bid fee arrangements can vary significantly, but they generally reflect a fee paid to bring an event or events to a community.





**Committee
Consideration**

Funding Events and Operations



A Range of Potential Responsibilities

- Identify potential events
- Assemble bid teams
- Bid research and presentation
- Event preparation
- Develop local organizing committees
- Facility and site selection
- Fundraising and sponsorship
- Marketing and promotion
- Manage events
- Hotel coordination
- Media relations
- Volunteer recruiting and management
- Information resource center
- Vendor coordination
- Community partnerships/affiliations
- Evaluation
- Community relations
- Government relations





**Committee
Consideration**

Defining Responsibilities



- 1. Research Remains On-Going**
- 2. Analysis of Potential Funding Sources to Follow**
- 3. Evaluation and Reporting the Vision of the Committee**



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