



NATIONAL ASSOCIATION OF
SPORTS
COMMISSIONS

Understanding the current market and how we got here.

- Demise of physical education
- Growth of pay to play
- Reduction of high school sports value
- Shift in consumers



Understanding the current market and how we got here.

- 9 Major trends in the industry
 - Growth in sports departments at destination marketing organizations
 - Increasing role played by park and recreation departments
 - A change in focus from using what we have, to what we should build?
 - Rapid increase in the number of multi-field and court complexes that emphasize the travel market.
 - Rise in for-profit event owners
 - Increase in number of for-profit conferences
 - Increases in third-party outsourcing – training and nutrition
 - Desire to create and own events
 - Youth sports activities are the fastest growing tourism segment

Types of Entities – C3, C6, Foundation, For Profit Arm

- Common governing board
- Moving capital between entities
- Membership structure
- Business structure
- Separate funding to keep results measureable
- Become the “Hub of all things sports” for the region
- Eliminate market confusion



Stake a claim and own it! – “Outdoor Sports Capital of America”

- Build a portfolio of “meat and potato events”
- Marquee events have a long leash and cost
- Multi-year deals
 - Securing property is key
- Start your own Championship



Importing vs Exporting

- Acquire rights to events
- License events to other markets
- Sports meeting business often overlooked and is robust
 - NCAA has hundreds of group meetings annually



Metrics to Funding Partners

- Economic Impact Calculator
- Social/Digital Engagement
- Earned Media
- Civitas



Owning Events

- Risk tolerance
- Establishing a sports business incubator



Funding Options

- Establish a definition of success
- Free standing funding sources
- National funding trends – Enterprise funds
- Tax districts – replaceable annual funding
- License plates
- Ticket add-ons
- Determine a criteria for paying bid fees

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