



**CINCY** | CINCINNATI REGIONAL  
*Sports* SPORTS COMMISSION

# Why a Regional Sports Commission for Cincinnati?

## ↕ Fastest Growing Travel Segment

### Significant Economic Impact Annually



- **\$128 Billion** in youth & amateur sports
- **\$114 Billion** in spectator sports
- **\$28.6 Billion** in tax revenue generated
- **116.2 Million** hotel room nights annually

### Elevates City Profile & Talent Acquisition



- Visitors are 2-3 times more likely to consider relocating to a community they visit for sports.
- Attracts young talent by enhancing the city's appeal as a desirable location for events and living.

### Proven Regional Success Stories

Neighboring cities have leveraged sports commissions for substantial economic gains:



- Indianapolis (est. 1979): Over **\$4 Billion** in spending.
- Louisville (est. 1999): Over **\$1 Billion** in spending.
- Columbus (est. 2002): Over **\$1.7 Billion** in spending.

**CRBC, CBC & Visit Cincy Engaged Clancy's Sports to update a regional sports marketing assessment that included facilities review, understand our competition, and recommend a new organizational design and funding structure to enable Cincinnati to compete in the sports tourism sector.**



The Orlando-based company is a sports consultancy company specializing in strategic planning, organizational design, event programming, sports tourism initiatives and facility assessments, all of which drive economic vitality to communities.

Clancy's Sports is a Florida based LLC which was founded in May of 2014 by former Walt Disney World executive, Mike Millay.

Millay helped found and run the Greater New Orleans Sports Foundation, formed the National Association of Sports Commission, and was an executive at the ESPN Wide World of Sports complex.

# Sports Commission Stakeholder Engagement

## One-on-One Stakeholder Meetings

- Over 20 meetings conducted with public, private, and civic stakeholders

## Vision Casting Workshop (October 2, 2023)

- 26 invitees
  - Major sports orgs
  - Universities
  - Large companies
  - Local government partners
  - Economic development partners

## Youth Sports Work Session (October 2, 2023)

- Nine invitees
- Warren County CVB
- Youth sports leagues
- Local sports venues

CBC

Cincinnati Business Committee









# Ben Huffman

Almost 20 years of growing Cincinnati regional sports tourism

Warren County, OH is ranked the #3 sports tourism destination in the country.

2-time recipient of the Sports Tourism Organization of the Year

In 2024, generated over 125,000 hotel room nights and \$125M in economic impact through youth and amateur sports travel.



# Stakeholder Integration Strategy

## Venue Partners

Map regional facilities and capacity capabilities: convention centers, private facilities, universities, parks, stadiums, etc.

## Event Organizers

Establish regional sports event advisory group and regional calendar



## Accommodation Network

Create comprehensive hotel room inventory database

## Community Engagement

City and County elected officials, business leaders, service organizations

# Setting the Foundation: First 30 Days



## Communication Setup ✓ ACHIEVED

We established dedicated phone, email, and contact channels.

Cincysports.com is live and functional, and we are working with Simpleview to update and make it more robust.



## Facility Engagement ✓ ACHIEVED

We have connected with a vast majority of major venues and all universities in the community



## Customer Outreach ✓ ACHIEVED

We connected with many new clients and former contacts, generating new leads.



## Hotel Partner Meetings ✓ ACHIEVED

We hosted our first annual regional hotel meeting, engaging with 23 hotels. We will host a Hamilton County focused sports meeting in January





# Strategic Initiatives – Months 2-5



## Building Brand Visibility ✓

We are building brand visibility through conferences, media engagements, and marketing efforts.



## Quick Wins ✓

We are leading regional initiatives, growing some of our current events, and secured a few quality events for the community.



## Integrate Stakeholders ✓

We are continually working to connect our facilities, event owners, and hotel partners.



## Statewide Engagement (OH and KY) ✓

We are consistently engaged with the OH Tourism and Sports Committee, Team Ohio, and Kentucky Sports Alliance



# Building Brand Visibility

## TEAM Ohio Showcase

Attend August event to strengthen state partnerships.

## TEAMS Convention

Announce commission at Columbus industry event.

## Rights Holder Engagement

Coordinate pre/post TEAMS site visits to Cincinnati.





# Quick Wins

Our immediate focus was to deliver tangible results and build momentum for the Cincinnati Regional Sports Commission by securing diverse and impactful events.

## US Steinholding Championship



Targeting a national audience event that offers unique visibility and a strong community engagement opportunity.

## USA Fencing North American Cup



A confirmed event bringing in **3,500 guests**, generating an estimated **\$2.0 Million** in economic impact for the region.

## AAU Girls Volleyball Cincinnati Grand Prix



A multi-day event with **100+ teams** and, projecting a significant **\$1 Million** in economic impact.





# Building our Brand: Recent Conference and Networking Activity

TEAMS Conference (Columbus)



US Soccer WWC31 Bid (NYC)



Site Visits

USIN Basketball,  
AAU Volleyball,  
Perfect Game,  
USA Fencing,  
World Rugby



United by Rugby Summit (Chicago)





# Future Marquee Events

Beyond immediate gains, our long-term vision includes proactively pursuing global and national high-profile events, solidifying Cincinnati's position as a premier destination for major sporting events 5-10 years out.



## NFL Draft & All-Star Games

Strategically bid for top-tier national events, leveraging our city's passion for major league sports.



## FIFA Women's World Cup

Position Cincinnati as a prime host city for prestigious international soccer tournaments, showcasing our world-class facilities and diverse community.



## Rugby World Cup

Explore opportunities to host segments of major international rugby competitions, significantly expanding our global sports footprint.



## Olympic Trials & NCAA Championships

Attract significant collegiate championships and Olympic qualifying events, drawing national attention and substantial economic impact.

# Participant Event Possibilities

We are actively working through the RFP process for several significant events, projecting substantial economic impact and showcasing Cincinnati's growing appeal as a sports destination.



2026 USJN/New Balance Girls Basketball



2027 MLS Next Cup



2028 USA Fencing and/or USA Judo Trials



2030 Sports ETA Symposium



Various Cheer and Dance Events





# Vision for Regional Commission Success



## Economic Growth

Increased visitor  
spending across entire  
region



## Lead Regional Collaboration

Unified multi-county  
sports tourism strategy



## National Recognition

Cincinnati recognized as  
premium sports  
destination with  
consistent and big wins



## Year-Round Impact

Balanced event portfolio  
across all seasons

**CINCY**

*Sports*

**CINCINNATI REGIONAL  
SPORTS COMMISSION**

Endless Opportunities