

A nighttime photograph of the Cincinnati skyline. The city is illuminated with various lights, and the lights reflect on the water of the river. A large bridge is visible in the foreground, and the city extends into the background with many buildings.

CINCINNATI REGIONAL SPORTS COMMISSION

City of Cincinnati Presentation: 1/27/2025

CINCINNATI REGIONAL SPORTS COMMISSION



**Julie Calvert,
President and CEO, Visit Cincy**



**Matt Jones,
Vice President, CBC and CRBC**



CINCINNATI REGIONAL SPORTS COMMISSION

Purpose:

- Complementary to Visit Cincy mission
- To attract professional, collegiate, amateur and community sports events to drive regional economic impact (bed tax, visitor spending, etc.) and ...
- To increase the visibility of Cincinnati through organic and intentional direct, digital and word-of-mouth sports marketing, and ...
- To drive social and community engagement, promote healthy living, advance cultural exchange and education, support sustainable practices and enable long-term investment in sports and recreational facilities.

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Opportunity:

- The nationwide sports-events industry delivered \$128 billion in total economic impact
- 200 million people every year travel to youth and adult amateur sports and collegiate championships
- Our market, “... is the least funded sports commission in the top 50 markets in the U.S. and is below many others in the next 50 markets.” (Clancy Sports, 2023)





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Existing assets (our right to win):

- 4 professional sports teams (NFL, MLB, MLS & ECHL)
- 6 NCAA Division 1, 2 & 3 universities within our region
- Other leading sports assets:
 - Cincinnati Open
 - Flying Pig Marathon
 - LPGA
- Mature and extensive youth sports engagement
- Substantial youth sports facilities
- Location, history & culture, major airport, etc.

CINCINNATI REGIONAL SPORTS COMMISSION

Status:

- Reconstituted as the Cincinnati Regional Sports Commission ... this work started in 2023
 - Contracting Entity: Ohio Nonprofit Corporation
- A Board of Trustees has been seated and Code of Regulations and Bylaws approved
- Visit Cincy, CBC, CRBC, City of Cincinnati, Board of Hamilton County Commissioners, meetNKY and others have all committed resources in 2025 and beyond
- National search for an Executive Director has been initiated (end of Q1 2025)





CINCINNATI REGIONAL SPORTS COMMISSION

2025 Projected Operating Budget:

Income:	\$1,050,000
Expenses:	
• Personnel Related:	(\$362,500)
• Promotion Related:	(\$537,500)
• Other Operating:	(\$84,500)
Total Expenses:	(\$984,000)
Projected Net Income:	\$65,500



City of Cincinnati funds restricted to use in these areas

CINCINNATI REGIONAL SPORTS COMMISSION

City Funds Likely To Be Used For ...

- Sports-related trade shows
- Underwriting & event support
- Local customer meetings/FAM trips
- General operating expenses:
 - Insurance
 - Legal, Accounting & Audit
 - Technology
 - Supplies
 - Printing & Postage
 - Miscellaneous Other





CINCINNATI REGIONAL SPORTS COMMISSION

Initially, with Visit Cincy ...

- Shared office space
- Shared support staff

Ultimately, with the community ...

- Volunteers
- Corporate support
- Event fees and member contributions



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Questions
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Thank You