



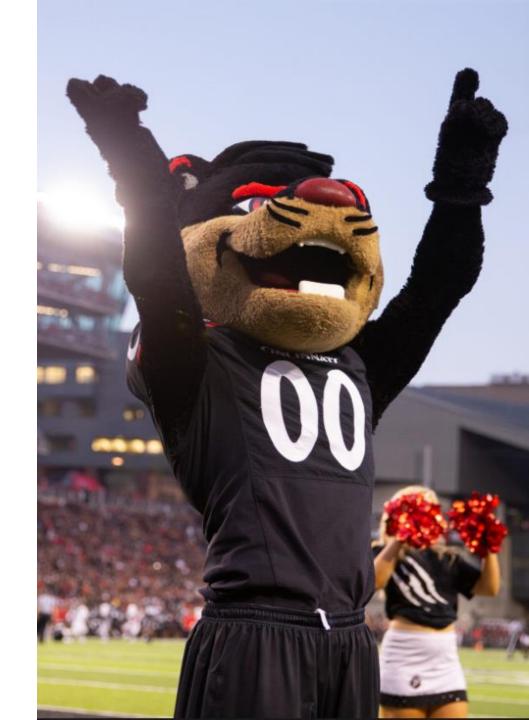


Purpose:

- 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.

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)





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.

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)





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

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





Initially, with Visit Cincy ...

- Shared office space
- Shared support staff

Ultimately, with the community ...

- Volunteers
- Corporate support
- Event fees and member contributions

