

Tampa Bay Regional Planning Council's Regional Collaboration Committee Presentation



Friday, November 16, 2012

**Our Mission is:
Social & Economic Impact Through Sports**



GAMEDAY. EVERY DAY.

Social Impact

- *Own and Operate 14 local events that create scholarship exposure for local kids
- *500+ scholarships since 2004

Economic Impact

- *Work to bid on and organize sports and entertainment events that provide tourism dollars for the community



Tampa Bay Major Sporting Events

- 2007 ACC Men's Basketball Tournament
- 2008 NCAA Men's Basketball First and Second Rounds
 - 2008 NCAA Women's Final Four
 - 2008 ACC Football Championship
 - 2009 NFL Super Bowl
- 2009 SEC Men's Basketball Tournament
 - 2009 ACC Football Championship
- 2009 NCAA Women's Volleyball Championship
- 2011 NCAA Men's Basketball Second and Third Rounds
 - 2012 NCAA Men's Frozen Four
 - 2015 NCAA Women's Final Four



Youth & Amateur Events

* Sports-Related Travel Generates More Than 47 Million Room Nights Annually And Is One of the Strongest Segments In the Entire Travel Industry

* There Are 21 Sports Commissions in the State of Florida and More Than 500 Sports Commissions & Convention and Visitors Bureaus in the Country

* Sports in Florida is a \$36 Billion Industry

*The Sports Industry is Recession Proof

*114 Events resulting in 130k+ room nights and \$100 million in direct visitor spending



The Future is Now..



- \$120 million in Facility Improvements:
 - Tampa Bay Times Forum
 - USF Athletic District
 - University of Tampa
- 3 new proposed youth and amateur facilities
- Synergy between sports and entertainment
- New Event & Innovation



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Regional Opportunities

- Multi-sport events/Sports Festivals
- Increased marketing collaboration
- Owned and Operated opportunities
- Layering/expanding business



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