

sportaccord 2009

MARCH 23-27 2009
DENVER COLORADO

**City Forum
March 24, 2009**

Logos: DENVER SPORTS, FIS, ASOIF, AIQWF



Purpose

Elevate Sport – Energize Lives...

- Capturing Strength of Denver Sports Enthusiasm
- Building on Legacy of Professional and Amateur Sports
- Encouraging Participating in Sports
- Promoting Venues and Cityscape, Which are Natural for Hosting Events

Logos: sportaccord SHARE SPORT, DENVER SPORTS

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Mission

To Create A Legacy of Economic and Social Vitality Through Sport

- Economic Vitality: Major Events That Generate Significant Economic Impact
- Social Vitality: Promote Health and Wellness in the Areas of:
 - Lifestyle Choices
 - Access
 - Participation

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Rich Tradition

• US or World Alpine / Freestyle or Snowboarding Championships	83 times
• NCAA Championship Events	31 times
• US or World Figure Skating Championships	14 times
• US or World Disabled Championships	14 times
• US or World Nordic Championships	10 times
• US or World Ice Hockey Championships	8 times
• Winter X-Games	8 times
• US or World Jumping Events	7 times
• Grand Prix of Denver	4 times
• National Sports Festival / US Olympic Festival	2 times
• US Fencing Championships	2 times
• Gravity Games	1 time
• NCAA Final Four	1 time
• NBA All-Star Game	1 time
• MLB All-Star Game	1 time
• NHL All-Star Game	1 time
• US or World Speed Skating Championships	1 time
• USA Volleyball Championships	1 time

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Denver Sports

**Created in 2001 With Goal of One Major Event
Each Year Beginning in 2004**

- Results: 56 Bids, 32 Wins
 - 2004 – 3 Events
 - 2005 – 5 Events
 - 2006 – 6 Events
 - 2007 – 4 Events
 - 2008 – 6 Events
 - 2009 – 5 Events
- 2008
 - NCAA Men's Basketball – Rounds 1&2
 - NCAA Hockey Frozen Four
 - NLL – All Star Game
 - USA vs. Brazil – Women's Soccer Game
 - Rocky Mountain Showdown
 - College Hockey Hall of Fame

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Criteria to Narrow the Sport Universe

- Competitive Landscape
- One-time vs. Annual Event
- Venue Match
- Strategic Questions
 - Key Stakeholder Involvement?
 - Timing
 - Community Support
- Marquee Nature

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Event Criteria

- Infrastructure
 - Venue Available and Appropriate
 - Hotel Available
 - Transportation Available
- Capacity
 - Staff Availability
 - Board Champion
 - Community Collaboration
- Experience
 - Athletes
 - Spectators
 - Events Rights Holders
 - Community
- Legacy / Impact
 - Environmentally Friendly
 - Economic Impact
 - Social Component



Economic Analysis

Event Name:	Event Dates:	
	Scenario A	Scenario B
Tickets sold		
Attendance Calculation		
Ticket Revenue – All Session Passes	\$	\$
Ticket Revenue – Single Session Passes	\$	\$
Total Revenue	\$	\$
Less Guarantee	-\$	-\$
Revenue Less Guarantee	\$	\$
Expenses		
Facility	\$	\$
Ticketing	\$	\$
Marketing	\$	\$
Operations	\$	\$
Hospitality	\$	\$
Transportation	\$	\$
Volunteers	\$	\$
Total Expenses	\$	\$
Event Profit / Loss	\$	\$
Less Revenue Share	\$	\$
Net	\$	\$
Available to Hosts		
Honorarium	\$	\$
Revenue Share	\$	\$
Honorarium + Revenue Share	\$	\$
Partner Share	\$	\$
Partner Share	\$	\$
Guarantee	\$	\$
Revenue Share	\$	\$
Total	\$	\$



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Social Impact

- Legacy
 - Youth Clinics
 - Community Events
- Kids Are Key – Access
- Health & Wellness Commission
 - Nutrition
 - Participation



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Decision Process



- Staff Compiles the Data / Analysis
- Committee Reviews and Approves
- Presentation to Board for Approval



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Event Timeline: 2009 - 2016



Month	2009	2010	2011	2012	2013	2014	2015	2016
January		Negotiated Event				Bid in Process		
February	Event Planned		Bid in Process					
March	Event Planned							
April	Event Planned			Event Planned	Future Bid	Future Bid	Future Bid	
May		Bid in Process (1 of 3 years)	Bid in Process (1 of 3 years)	Bid in Process (1 of 3 years)				
June	Event Planned			Bid in Process				
July								
August	Owned Event	Owned Event	Owned Event	Owned Event	Owned Event	Owned Event	Owned Event	Owned Event
September		Negotiated Event	Bid in Process	Bid in Process	Bid in Process	Bid in Process	Bid in Process	Bid in Process
October								
November								
December		Bid in Process (1 of 3 years)	Bid in Process (1 of 3 years)	Bid in Process (1 of 3 years)				

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Event Criteria Form

Event Name:		Event Dates:			
Quick Glance Criteria					
Infrastructure	Venues Available	Yes/No	Capacity	Staff Available	Yes/No
	Venues Appropriate	Yes/No		Board Champion	Yes/No
	Hotels Available	Yes/No		Community Collaboration	Yes/No
	Transportation Available	Yes/No	Experience	Positive Experience for Athletes	Yes/No
Economic Impact	Yes/No	Positive Experience for Spectators		Yes/No	
Social Component	Yes/No	Positive Experience for Events Rights Holder		Yes/No	
Legacy / Impact	Environmentally Friendly	Yes/No		Positive Experience for Community	Yes/No
	Better than 30/50 chance of meeting or exceeding budget?		Yes/No	<i>Primary Strategic Rationale:</i>	
Event Narrative:					
Revenue Streams			Expense Categories		
Sponsorship	\$		Rights Fee	\$	
Ticketing	\$		Venues & Ceremonies	\$	
Concessions & Merch.	\$		Marketing & media	\$	
Entry Fees	\$		Operations	\$	
Local / State Contributions	\$		Volunteers, Uniforms, etc.	\$	
Total	\$		Total	\$	

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Final Piece

- Three Descriptors for Events
 - Revenue Potential
 - Economic Impact
 - Brand Building

Each Event is Charted Against the Descriptors




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Result

- Ideal Events – High Revenue / High Economic Impact
- Revenue Events – High Revenue / Low Economic Impact
- Brand Building Events – Low Revenue / High Economic Impact
- Events to Be Avoided – Low Revenue / Low Economic Impact





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