Snohomish County Sports Commission

Legislative Committee

Economic Development and International Relations

OPEN UP

SNOHOMISH COUNTY
NW WASHINGTON
SPORTS COMMISSION

- **History of Snohomish County Sports Commission**
- **What We are Doing Today**
- **Impact of Sports Tourism**

OPEN UP

SNOHOMISH COUNTY
NW WASHINGTON
SPORTS COMMISSION

- 2003 – Established as 501c4 organization
- 2014 – Became 501c3 charitable organization
- 2015 - Grown to a staff of 3 people
- Sports Division
  - Snohomish County Tourism Bureau

Primary Goal

To facilitate the development and presentation of sporting events in Snohomish County that provide positive economic impact

Local Sports

State/Regional Sports

US FIGURE SKATING

2016 NORTHWEST PACIFIC REGIONAL CHAMPIONSHIPS

Mountlake Terrace, Washington

LEVEL 6-10 Optional STATE Championship 2015

HOSTED BY METROPOLITAN GYMNASTICS

USA Football

PACIFIC NORTHWEST Karate DISTRICT CHAMPIONSHIPS 2015

National/International Sports

Kellogg's PACIFIC RIM GYMNASTICS CHAMPIONSHIPS
EVERETT, WASHINGTON ~ MARCH 16-18, 2012

THE BIGGEST LOSER RUNWALK RACE SERIES

US YOUTH SOCCER 2015 REGION IV PRESIDENTS CUP SNOHOMISH WASHINGTON

SKATE AMERICA EVERETT, WA 2008

TRI MONROE

Sports Facility Development

- Bottega Fitness Center
- Cavelero Hill County Park

Sports Facility Development

- **Monroe High School**

Impact of Sports Tourism

Impact of Sports Tourism

2007 – 2014
Over $124 Million

2014 – 58 Sporting Events
$24.3 Million

2015 – 35 Sporting Events
$17.3 Million

Professional Sports Teams

Everett AquaSox Baseball

Everett Merchants Baseball

Everett Silvertips Hockey

Evergreen Speedway

Collegiate Sports Teams

2 Northwest Athletic Conference Colleges

1 National Association of Intercollegiate Athletics College

Tourism Works for Snohomish County!

Visitor spending in Snohomish County is $993 million per year; Up 5.7% from 2013:

Restaurants	$ 289.4 million
Transportation and fuel	$ 152.5 million
Retail stores	$ 135.4 million
Accommodations	$ 130.6 million
Recreation, entertainment	$ 130.5 million
Grocery stores	$ 60.5 million
Other travel expenditures	$ 94.0 million

**Data provided by Dean Runyan and Associates, April 2015. Includes travel impact for travel to other Washington visitor destinations.,*

THANK YOU!

SNOHOMISH COUNTY
WASHINGTON
OPEN UP

SNOHOMISH COUNTY
NW WASHINGTON
SPORTS COMMISSION

TACOMA SOUTH SOUND SPORTS COMMISSION

Legislative Committee on Economic Development & International Relations

Tacoma South Sound Sports is a

DESTINATION MARKETING ORGANIZATION

We focus on amateur sports as our medium.

We work to bring events into our communities that bring touring visitors to stay in local hotels and contribute to the local economy.

Founded in 1991.

TACOMA SOUTH SOUND SPORTS COMMISSION

PARTNERS

Pierce County WASHINGTON

Tacoma

CITY OF LAKEWOOD, WA •1996•

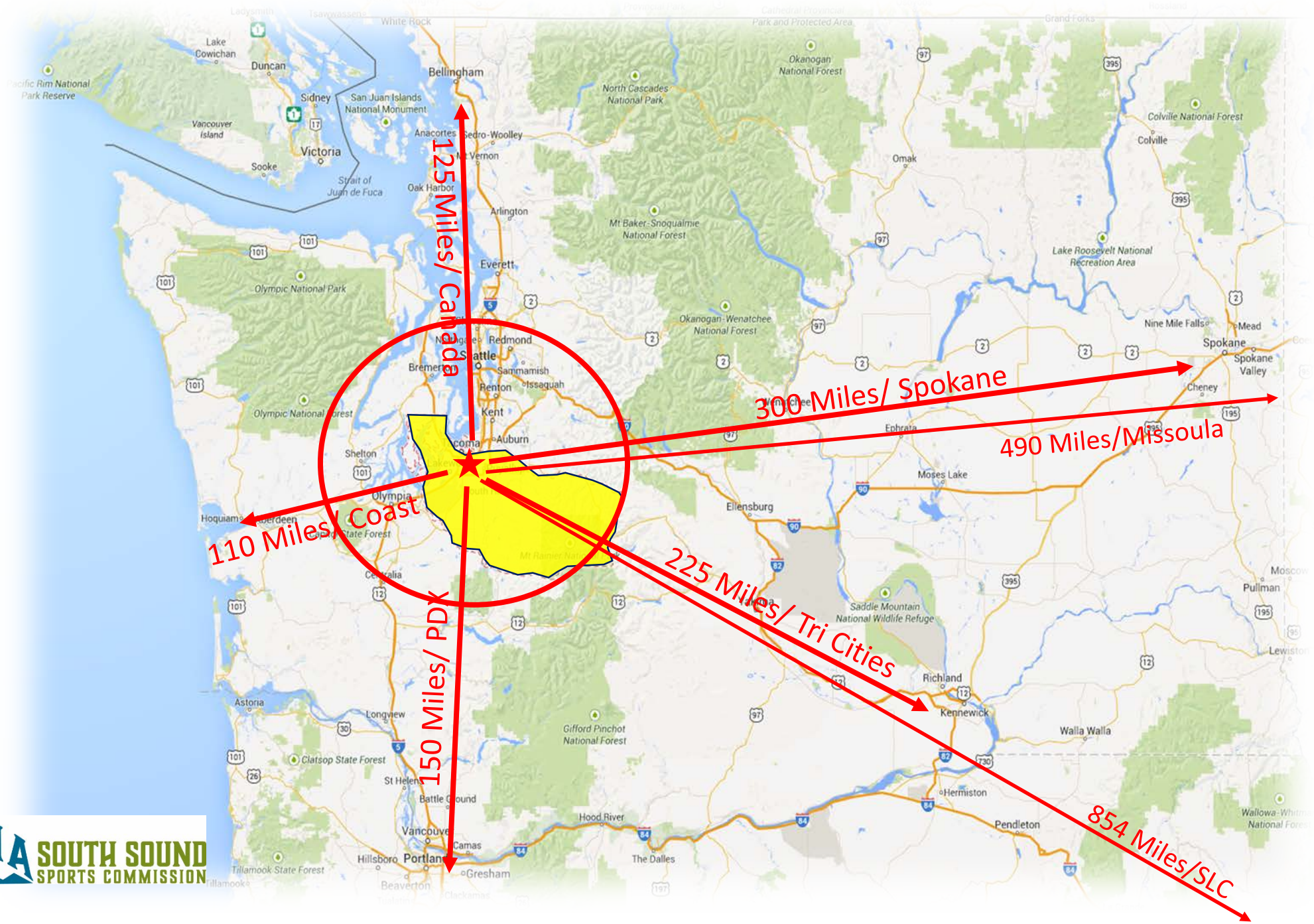
PCLA PIERCE COUNTY LODGING ASSOCIATION

city of FIFE

GIG HARBOR® "THE MARITIME CITY"

CITY OF PUYALLUP STATE OF WASHINGTON

CITY OF SUMNER WASHINGTON



TACOMA SOUTH SOUND SPORTS COMMISSION

2014

TACOMA SOUTH SOUND SPORTS COMMISSION

48 EVENTS

206,662 VISITORS

16,898 ROOM NIGHTS

$14.9M DIRECT SPENDING

NWAC
NORTHWEST ATHLETIC CONFERENCE

AJGA

USA TRIATHLON

GORUCK

USA CYCLING

USA TRACK & FIELD

WIAA
Est. 1905
WASHINGTON INTERSCHOLASTIC ACTIVITIES ASSOCIATION

UNITED STATES OLYMPIC COMMITTEE

NORTHWEST EPIC SERIES

USA PARALYMPICS

USA Volleyball

USA JUDO

TRIPLE CROWN SPORTS

USA KARATE

SPARTAN RACE
YOU'LL KNOW AT THE FINISH LINE

WASHINGTON YOUTH SOCCER

Reebok CrossFit GAMES
PROVE YOUR FITNESS

gnac
Great Northwest Athletic Conference

USA Canoe/Kayak

NCAA

LITTLE LEAGUE BASEBALL

WPA
WORLD PADDLE ASSOCIATION

NSC

TTOWNSAILING
CHAMPIONSHIP

BCRC

IBJJF
INTERNATIONAL BRAZILIAN JIU-JITSU FEDERATION

THE COLOR RUN

AFGL

THE AMERICAN BICYCLE ASSOCIATION
USA BMX
USABMX.COM

USA TAEKWONDO

WASHINGTON STATE WRESTLING ASSOCIATION

MFG CYCLOCROSS

EVENTS

TACOMA SOUTH SOUND SPORTS COMMISSION

TACOMA SOUTH SOUND SPORTS COMMISSION

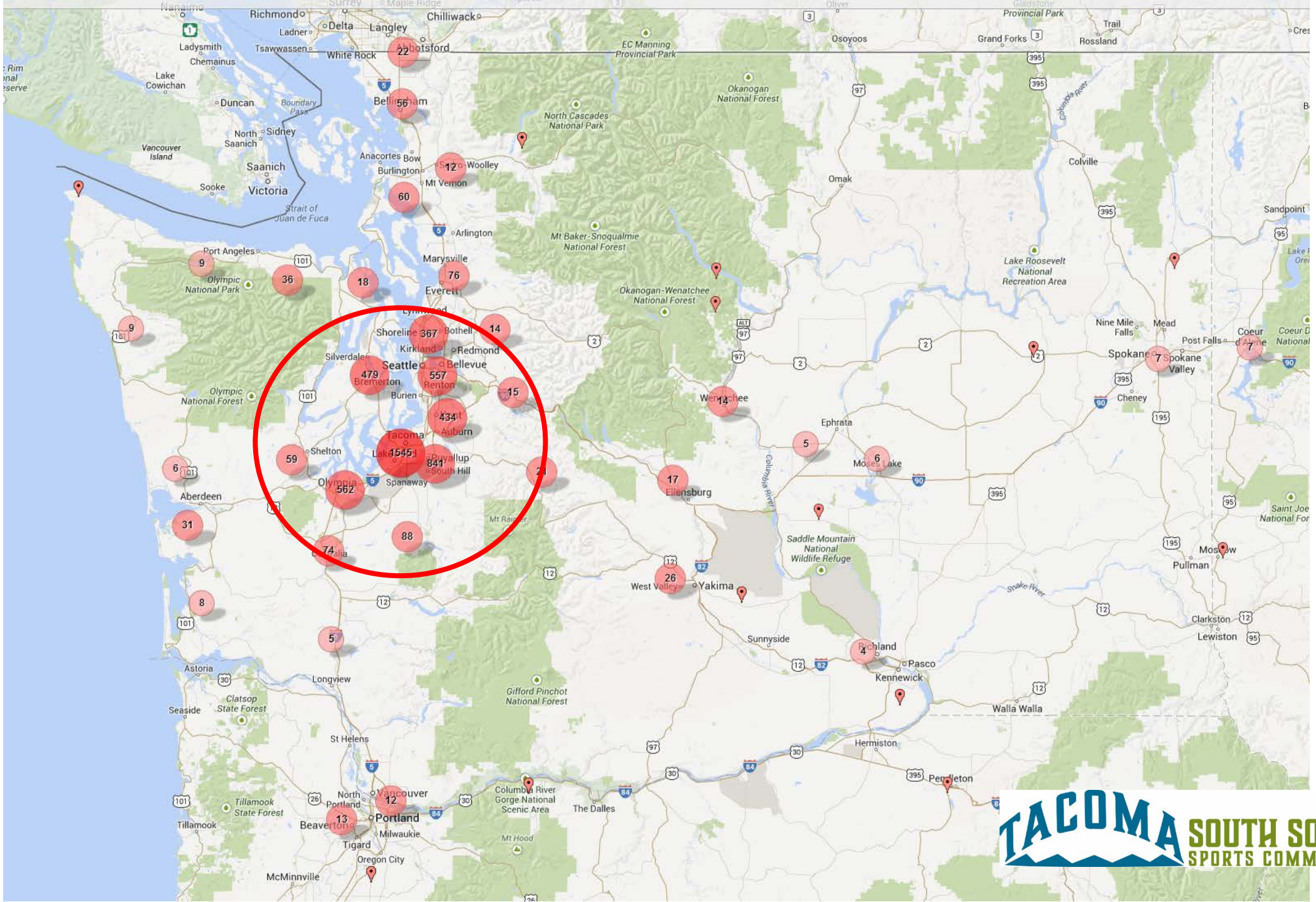
GLOBAL EVENTS

INTERNATIONAL EVENTS

NATIONAL EVENTS

REGIONAL EVENTS

LOCAL EVENTS



TACOMA SOUTH SOUND SPORTS COMMISSION

CYCLOCROSS

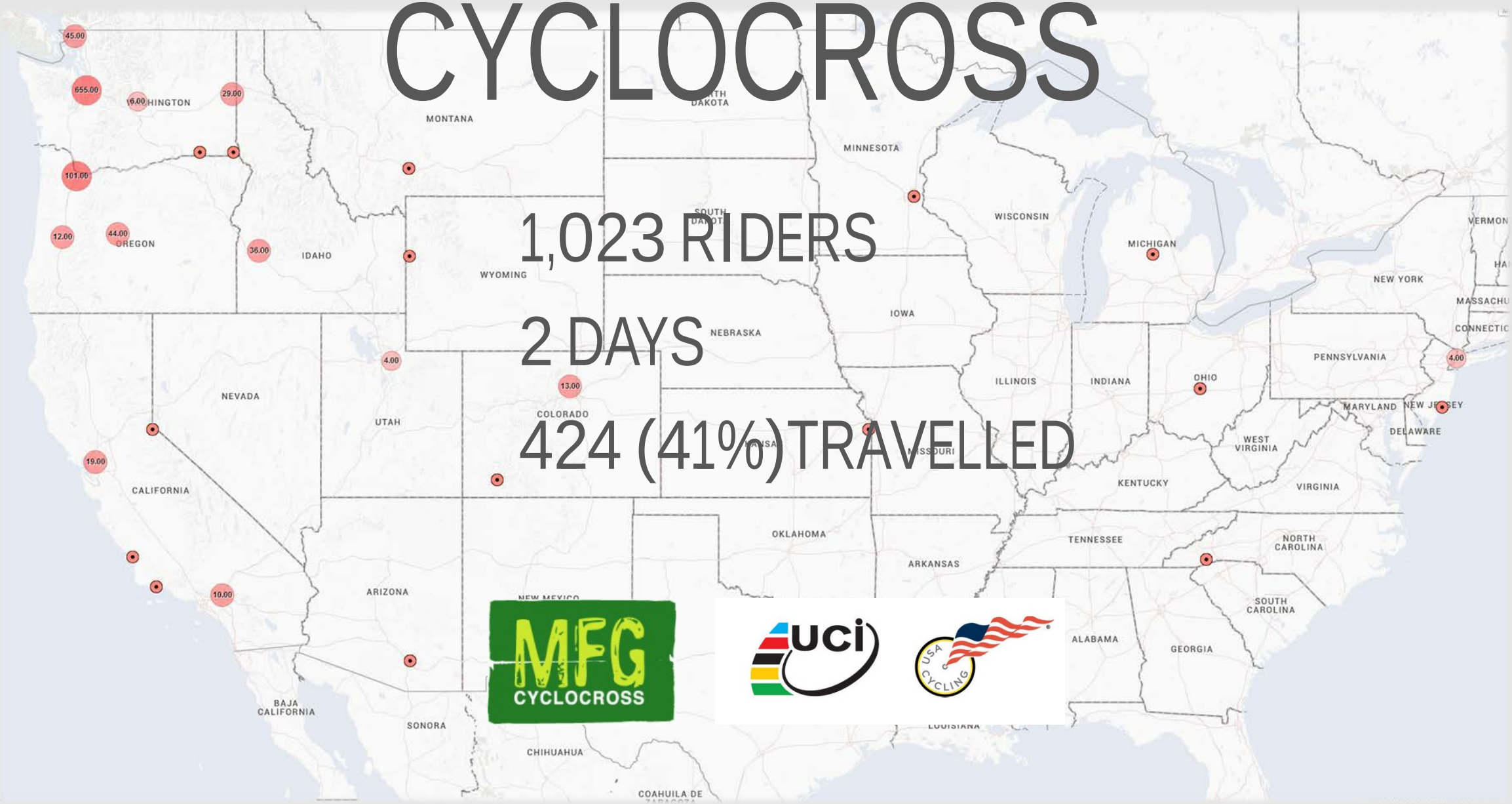
TACOMA SOUTH SOUND SPORTS COMMISSION

CYCLOCROSS

1,023 RIDERS

2 DAYS

424 (41%) TRAVELLED



GYMNASTICS

GYMNASTICS

2,019 ATHLETES

3 DAYS

1,083 (54%) TRAVELLED

LOCAL PROS

PURPOSE BUILT FACILITIES

TACOMA SOUTH SOUND SPORTS COMMISSION

SERIES QUALIFIERS

REGIONALS

TACOMA SOUTH SOUND SPORTS COMMISSION

STATE

WIAA
STATE CHAMPIONSHIPS
WRESTLING
EVENT STAFF
CURTIS
WRESTLING
LIONS
CARDINALS
TAHOMA
ORTING
FIFE

STATE

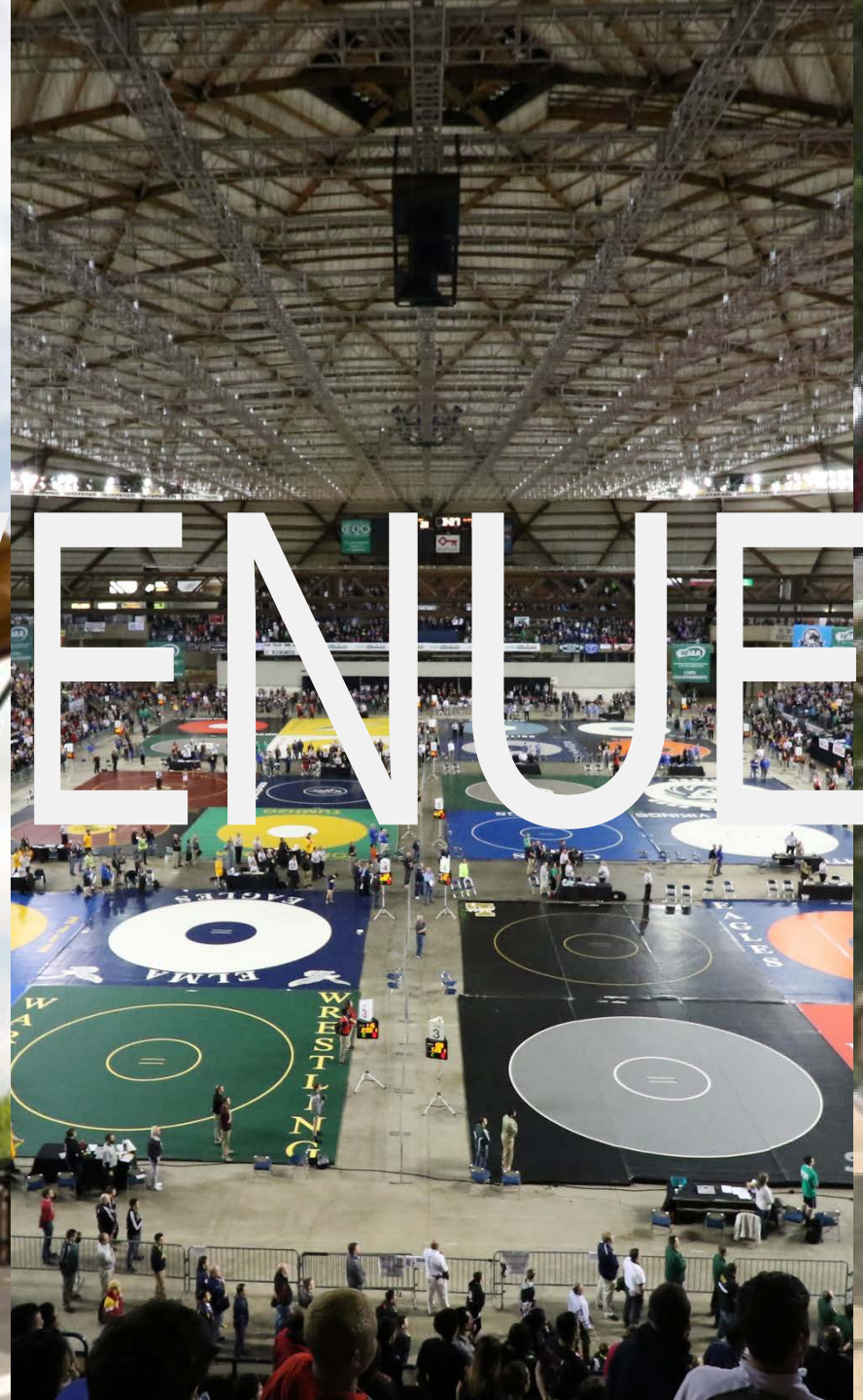
CULTURAL

REGIONAL STRENTGHS

FIND YOURSELF IN
TACOMA
Tacoma
TRAVEL
TACOMA +
PIERCE COUNTY, WA

TEDx Tacoma

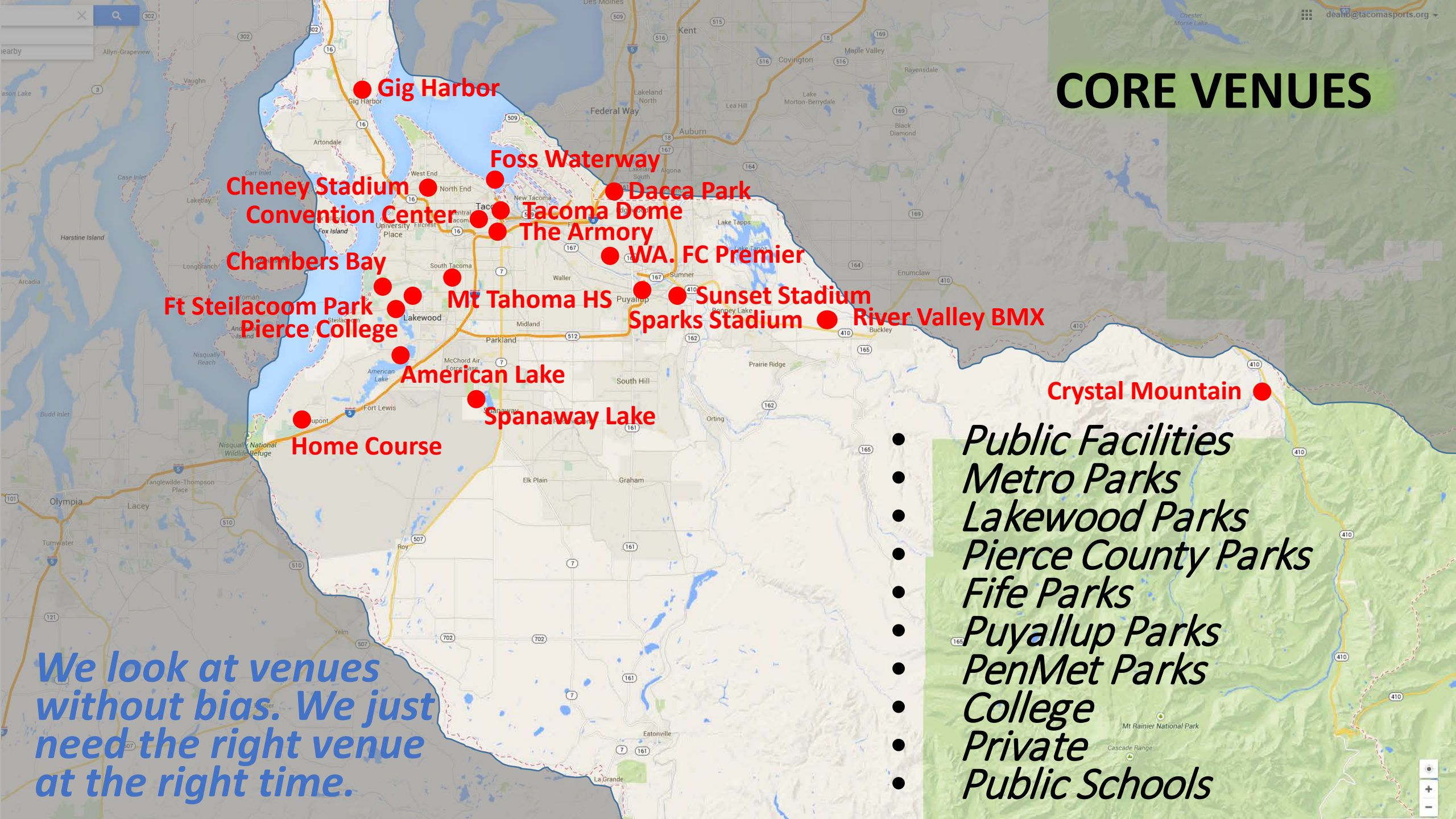
VENUES



TACOMA SOUTH SOUND SPORTS COMMISSION

TACOMA
SOUTH SOUND
SPORTS COMMISSION

CORE VENUES



- *Public Facilities*
- *Metro Parks*
- *Lakewood Parks*
- *Pierce County Parks*
- *Fife Parks*
- *Puyallup Parks*
- *PenMet Parks*
- *College*
- *Private*
- *Public Schools*

We look at venues without bias. We just need the right venue at the right time.

THE NEED

STATE LEVEL TOURISM TO SUPPORT THE REGIONS WHO ARE FIGHTING TO DRAW ATTENTION.

STATE LEVEL CAPITAL FUNDING SOURCES SPECIFIC TO SPORTS VENUE DEVELOPMENT, INCLUDING AGING VENUE UPDATES, LAND PROCUREMENT AND EXISTING VENUE ENHANCEMENTS.

TACOMA SOUTH SOUND SPORTS COMMISSION

THE NEED

COMMUNICATION. SHOW US YOUR GRANTS. SHOW US YOUR FUNDING MECHAISMS. SHOW US WHAT YOU HAVE TO SUPPORT US.

PFD (PUBLIC FACILITY DISTRICT) TAX REBATE IS A GOOD THING. DON'T SUNSET ON THE 25 YEAR END. MAKE EXTENSIONS AVAILABLE.

DID YOU KNOW? THE KOREAN CONSULATE MAKES FUNDS AVAILABLE FOR INTERNATIONAL EVENTS IN THE US?

TACOMA SOUTH SOUND SPORTS COMMISSION

TACOMA

SOUTH SOUND

SPORTS COMMISSION

THANK YOU