




COLORADO SPRINGS
SPORTS CORP

2025 LART CONTRACT ENTITY MID-YEAR REPORT



SUMMARY OF TOPICS

- Sports Corp and KPI Review
- 2025 Colorado Springs Summer of Sport Review
- How Does Sports Corp Land Events?
- Sports Corp Event Management
- Sports Corp in the Community



WHAT IS COLORADO SPRINGS SPORTS CORP?

To inspire and advance Colorado Springs, Olympic City USA, and the Pikes Peak Region through sport and community events.



ORGANIZATIONAL PILLARS

Olympic/Paralympic
Movement

Event
Management

Community Sports
Programming

Sports
Tourism

CSSC/LART KEY PERFORMANCE INDICATORS

Event
Management and
Promotion

Community
Development

Special
Community
Initiatives

Fiscal
Management and
Accountability

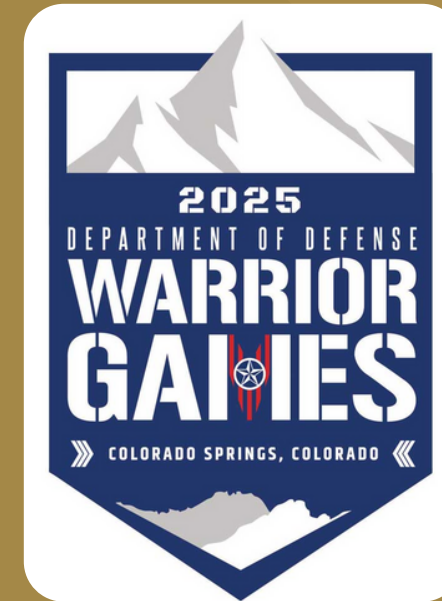
Ongoing
Advocacy

2025 SUMMER OF SPORT

June



July



August



*For a full list of endorsed programs & events, contact Davis@thesportscorp.org

Still to Come!



***DII Men's and Women's
Soccer Championships
December 11-14***



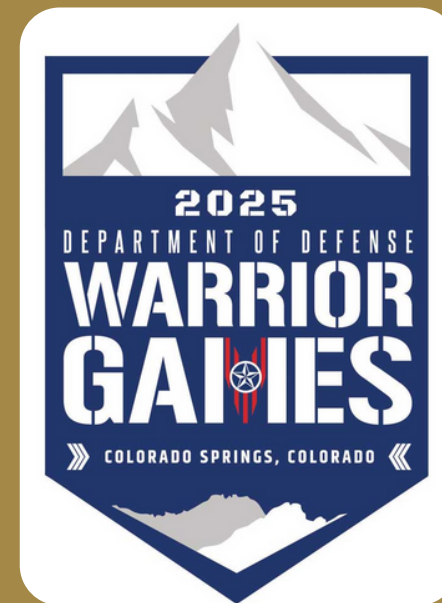
***USA Wrestling King and
Queen of the Mountain
December 5-6***

HOW DOES COLORADO SPRINGS/CSSC SECURE SPORTS TOURISM EVENTS?

Conferences



Research and Bids



Branding and Assets



United States
Olympic
& Paralympic
Museum

MAJOR SPORTS TOURISM MEDIA ENGAGEMENTS IN 2025

- **How CC Landed the Warrior Games - [Colorado College Stories](#)**
- **Warrior Games Return to Its Roots in Colorado Springs - [SportsTravel Magazine](#)**
- **Get to know the Colorado Springs non-profit that brings sporting events to Colorado Springs - [Colorado Springs Gazette](#)**
- **Letter from Colorado Springs: The Impact of the US Senior Open - [SportsTravel Magazine](#)**
- **Olympic City USA: Building the Brand with Events Like US Synchronized Skating Championships - [KOAA News5](#)**
- **365 Days to Winter Games: How Colorado Springs brings national sporting events to the city year-round - [KOAA News5](#)**



The Gazette



SportsTravel[®]
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COLORADO SPRINGS
SPORTS CORP

Creating Community Through Sport

VOLUME 1, ISSUE 4 | APRIL 2025 | RESIDENT SENTIMENT

**"A NEW ERA IN SPORTS TOURISM:
THE IMPORTANCE OF ASSESSING
RESIDENT SENTIMENT" ~ PAGE 10**

**"BUILDING BRIDGES THROUGH
SPORT: THE POWER OF RESIDENT
ENGAGEMENT IN OUTDOOR
RECREATION" ~ PAGE 21**

A PUBLICATION OF **CIMARRON** COUNTY

BY: DAVIS TUTT
DIRECTOR OF SPORTS TOURISM & OLYMPIC ENGAGEMENT,
COLORADO SPRINGS SPORTS CORPORATION



Nestled at the foot of the majestic Pikes Peak – America's Mountain – Colorado Springs has grown from a charming Colorado town into a global symbol of athletic excellence. Officially branded Olympic City USA (OCUSA), it serves as the headquarters for the United States Olympic & Paralympic Committee (USOPC), 28 National Governing Bodies (NGBs), and a thriving hub for sports innovation, training, and community engagement. But how did Colorado Springs earn this prestigious title, and what continues to sustain its Olympic spirit?

The transformation of Colorado Springs into Olympic City USA began in 1979 when a group of local philanthropic and community leaders founded the Colorado Springs Sports Corporation to persuade the United States Olympic Committee (USOC), which eventually became the USOPC in 2019, to relocate its headquarters from New York City to Colorado Springs. Having just been designated the official entity to oversee the Olympic Movement in the United States following the passage of the Ted Stevens Amateur Sports Act by Congress, the USOC recognized the need to formalize and grow as an organization. The City of Colorado Springs and its supporters provided the perfect opportunity.

The move was strategic, driven by the city's unique combination of high-altitude training environments, proximity to the U.S. Air Force Academy, available facilities for a training center, and a welcoming community eager to support the Olympic movement (and later the Paralympic movement). The establishment of the USOC headquarters laid the foundation for Colorado Springs to become a magnet for sports organizations.

Since 1979, Colorado Springs has actively worked to attract and retain National Governing Bodies (NGBs), which oversee various sports in the United States. Today, the city is home to 26 NGBs,

cont. on page 6

More than two dozen National Governing Bodies and Paralympic Sport organizations are headquartered in Colorado Springs. For perspective, the next largest concentration of NGB headquarters is in Indianapolis, which has three.

The NGBs that call Olympic City home include:

- USA Archery
 - Artistic Swimming
 - U.S. Association of Blind Athletes and National Wheelchair Basketball Association
 - USA Badminton
 - USA Basketball
 - USA Bobsled & Skeleton
 - USA Boxing
 - USA Cycling
 - USA Fencing
 - USA Field Hockey
 - U.S. Figure Skating
 - USA Hockey
 - USA Judo
 - USA Karate
 - USA Racquetball
 - USA Shooting
 - USA Swimming
 - USA Table Tennis
 - USA Taekwondo
 - USA Team Handball
 - USA Triathlon
 - USA Volleyball
 - USA Weightlifting
 - USA Wrestling
- (Note: The original image contains several circular inset photos. One shows the exterior of the Colorado Springs Sports Center with text 'USA OLYMPIC & PARALYMPIC TRAINING CENTER' and 'WHEELCHAIR BASKETBALL'. Another shows an indoor swimming pool with text 'OLYMPIC CITY USA'. A third shows a large arena during a triathlon event with text 'Colorado Springs Sports Center' and 'Triathlon'.)*



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engagement is central to the city's Olympic and Paralympic identity, with numerous programs and events designed to inspire participation and support.

Since its opening in 2020, the US Olympic and Paralympic Museum (USOPM) has become a hub for community engagement with the Olympic and Paralympic movement. Now in its fifth year of welcoming guests through its doors, the USOPM hosts weekly, monthly, and annual events that generate year-round excitement. Annual events like the Olympic & Paralympic Day Celebration bring residents together to experience the thrill of sport and meet athletes who represent the United States on the world stage. Local schools and youth organizations benefit from outreach programs that promote fitness, teamwork, and the Olympic values of excellence, friendship, and respect.

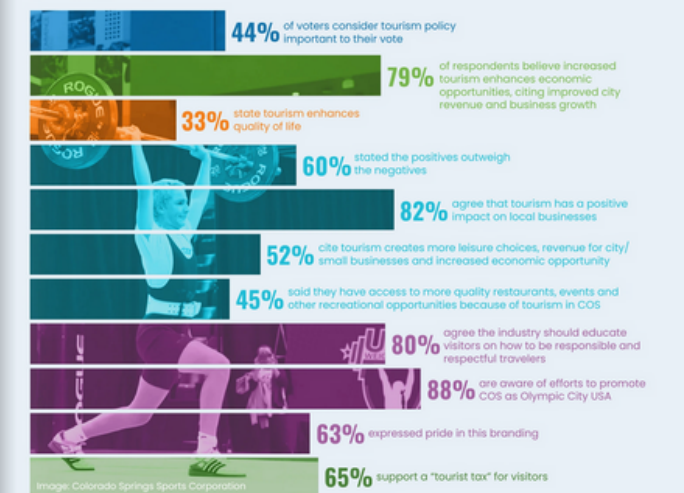
During Olympic and Paralympic years, the USOPM, Colorado Springs Sports Corporation, and USOPC partner to host the Downtown Summer and Winterfests. The event brings upwards of 8,000 people to the USOPM campus for a block party that celebrates the current Games. It serves as the USOPC's domestic Olympic/Paralympic celebration and features sport demonstrations from numerous NGBs, athlete signings, and activations from Team USA sponsors.

The city's commitment to accessibility has also extended to adaptive sports, reflecting the Paralympic movements' focus on inclusivity. Programs that empower individuals with disabilities have not only broadened participation in sports but also deepened the community's connection to the broader Olympic and Paralympic missions.

Over the years, the people of Colorado Springs have embraced their city's Olympic and Paralympic identity with pride. Surveys consistently show strong local support for the city's role in these movements, with residents viewing it as a point of pride and an economic asset. The presence of the Olympic and Paralympic brand has not only elevated the city's profile but also strengthened its tourism sector, drawing visitors to world-class attractions like the USOPM, the OPTC, and other training grounds such as the Manitou Incline.

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Visit Colorado Springs published a 2024 Resident Sentiment report that outlines perceptions of tourism, its impact on local businesses, infrastructure and quality of life for residents. Some key data findings include:



- Tourism Importance
- Economic Impact
- Quality of Life
- Positive Impacts
- Familiarity with VCOS Initiatives
- Tourism Tax

As Colorado Springs looks to the future, it remains steadfast in its commitment to the Olympic and Paralympic ideals. The city continues to invest in infrastructure, community programs, and initiatives that support athletes, residents, and visitors alike. With each passing year, the bond between Colorado Springs and the Olympic movement grows stronger, ensuring that Olympic City USA will remain a beacon of athletic excellence and community spirit for generations to come.

To learn more about Colorado Springs events or if you are interested in hosting your event in Olympic City USA, visit sportscorp.org.

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Sports Corp Properties

Signature Events are wholly owned and operated by Colorado Springs Sports Corp while Partner Events are jointly hosted by Sports Corp and one other organization.

Signature



Partner



CIVIC ENGAGEMENT AND BOARD SERVICE

Tourism and Sports Tourism Related

- Colorado Tourism Office - Board Member (Megan)
- Visit Colorado Springs - Board Vice Chair (Megan)
- Colorado Springs Sports Authority - Board Chair (Megan)
- Regional Air Service Task Force - Member (Megan)
- Broadmoor World Arena - Board Member (Megan)
- El Pomar Youth Sports Park - Board President (Davis)
- Pikes Peak International Hill Climb - Board Member (Megan)
- Pikes Peak Regional Airshow - Board Member (Megan)
- Colorado College Athletic Board - Member (Davis)
- OCUSA Task Force - Member (Davis)
- Cheyenne Mountain Zoo - Board Member (Davis)
- Colorado Springs LART Committee - Member (Davis - Pending City Council Vote)

Other Boards

- Ent Credit Union Audit Committee - Member (Megan)
- El Pomar Foundation - Pikes Peak Regional Council Member (Megan)
- Our Spacious Skies: Pikes Peak Region Values and Visioning Steering Committee (Megan)
- Parks and Recreation Department: Parks Master Plan Task Force (Megan)
- Peak Education - Board Treasurer (Davis)
- Fountain Valley School of Colorado - Board Member (Davis)
- Colorado Springs Pioneers Museum Foundation - Board Member (Davis)
- Hillside Connection - Board Member (Davis)



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