



COLORADO SPRINGS
SPORTS CORP

2024 LART CONTRACT ENTITY ANNUAL REPORT

May 12, 2025





Summary of Topics

Sports Corp 101

KPI Review

2024 Sports Corp Events

2024 Endorsed Events Overview

2024 Impact

2025 Events and Future Bids

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

Sports
Tourism

Event
Management

Community Sports
Programming

Olympic/Paralympic Movement

- CSSC was established in 1979 to assist with the relocation of the the U.S. Olympic Committee from New York City to Colorado Springs.
- We continue to support the Olympic and Paralympic Movement in Colorado Springs through:
 - Summer/Winter Fests with USOPM
 - Olympic City USA Task Force
 - Quarterly NGB/City Administration Meetings
 - NGB Event Bids
 - NGB or International Federation Relocations
 - NGB Office/Facility Development or Moves
 - NGB Resource Guide
 - Promotion of NGB events or stories

Sports Tourism

- Sports Tourism Pillar Functions:
 - Sports Tourism Event Bids
 - Conference Attendance:
 - Sports ETA
 - TEAMS
 - ACES
 - Sports Tourism Index Great 8
 - Colorado Springs Sports Facility Database
 - Pikes Peak Sports Economy Report
 - Colorado Springs Sports Authority
 - Media Engagement and Representation of Sports Sector
 - Serves as the Conduit For All Things Sport in Colorado Springs

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



YES PROGRAM

YOUTH. EDUCATION. SPORT.



CSSC/LART KEY PERFORMANCE INDICATORS

Event
Management and
Promotion

Community
Development

Special
Community
Initiatives

Fiscal
Management and
Accountability

Ongoing
Advocacy

2024 ENDORSED EVENTS

- Pikes Peak Cup (USA Gymnastics) | February 2-4
- National Wheelchair Basketball Association Friendly Tournament | February 14-21
- CSAHA Presidents Day Cup | February 16-19
- GROOVE Fountain Festival | April 26-28
- Development Players League Springs Showcase | May 7-10
- CHSAA State Girls' Tennis Championship | May 9-11
- CHSAA State Boys' Baseball Championship | May 9-11
- US Figure Skating Access to Excellence Conference | May 15-18
- SkyHawks Days of Play | May 18
- CHSAA 4A Girl's State Golf Championship | May 20-21
- Rocky Mountain Mustang Roundup | June 13-15
- Pro Football Camp | June 24-26
- Business of Running Events Conference | July 8-10
- World Wake Association Regional Championship | July 13-14
- Adrenaline Lacrosse Western Shootout | July 12-24
- 719 Ride | July 20
- Purple Mountain Throwdown | July 22-23
- Colorado Springs Health and Wellness Festival | August 24
- The Pioneer Rodeo | September 5-7
- CHSAA National Coaches Conference | September 13
- Colorado High School Mountain Bike Race at Fountain Valley School | September 20-22
- City for Champions Cup: CC vs. AFA Women's Soccer | October 30
- CHSAA State Cross Country Championships | November 1
- iFly National Championships | November 11
- CHSAA State Boys' Soccer Championship | November 11
- TruSport Mental Wellness and the Young Athlete | November 13
- USA Wrestling King of the Mountain | December 10
- CSAHA Colorado Cup | December 27-30

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

2024 Impact:

Sports Commission Pillar

Total Events: 43

Total Athletes: 31,661

- 49% increase from 2023

Spectators: 101,483

- 32% increase from 2023

Estimate Room Nights Generated: 63,482

- 320% increase from 2023



2025 Outlook

As we chart the course for 2025, our focus remains on creating impactful experiences and opportunities that strengthen Colorado Springs' brand of Olympic City USA. Key initiatives for the coming year include:

- Hosting numerous NGB national championships or events, especially those that call Colorado Springs their home.
- Expand the number of Colorado State Championships in Colorado Springs.
- Build on the success of previous NCAA Championships to host more in the future.

NGB Events

- **USA Triathlon** Endurance Exchange Conference | February 6-7
- **US Figure Skating** Synchronized Skating National Championships | February 26-March 1
- **US Figure Skating** Access to Excellence Conference | May 2025
- **USA Weightlifting** National Championships | June 21-29
- **USA Cycling** Masters and Para-Cycling Track National Championships | August 6-10
- **USA Cycling** Elite Track National Championships | August 21-24
- **USA Wrestling** King and Queen of the Mountain | December 2025
- **US Association of Blind Athletes** National Team Camps and International Competition Series | Throughout 2025

Other Major 2025 Sports Events in Olympic City USA



- 2025 RMAC Women's Wrestling Championship | February 24
- US Senior Open | June 23-29
- USA Pickleball Golden Ticket | July 9-13
- Adrenaline Lacrosse Western Shootout | July 12-24
- Department of Defense Warrior Games | July 17-27
- NCAA DII Men's and Women's Soccer National Championships | December 11-14

2025 Colorado High School State Championships in Olympic City USA



- CHSAA Boys' Hockey Regional Championships | March 1
- CHSAA Boys' Volleyball Tournament | May 8-10
- CHSAA State Girls' Tennis Championship | May 8-13
- CHSAA 4A Girls' State Golf Regional | May 12
- CHSAA State Boys' Baseball Championship | May 23-24
- CHSAA State Girls' Soccer Championships | May 2025
- CHSAA State Cross Country Championships | November 1
- CHSAA State Boys' Soccer Championships | November 2025

FEB 22

THE BROADMOOR
WINTER POLO CLASSIC



MAY 19

Sports Corp
GOLF Tournament

JUN 6-8

COLORADO SENIOR GAMES 2025 / Presented by MEDICARE MENTORS LLC.



JUN 6-8

PIKES PEAK APEX



JUL 4

STAR SPANGLED Symphony & FOURTH OF JULY Fireworks



JUL 17-27

DEPARTMENT OF DEFENSE
WARRIOR GAMES
Army • Marine Corps • Navy • Air Force • Space Force • SOCOM

JUL 18-20

ROCKY MOUNTAIN STATE GAMES



AUG 9

BROADMOOR
— CYCLE TO THE —
SUMMIT



AUG 30 - SEP 1

COLORADO SPRINGS
LABOR DAY LIFT OFF



OCT 1

GOALDEN HOUR

OCT 21

SPORTS HALL OF FAME™
COLORADO SPRINGS

DEC 10

PIKES PEAK
SPORTS ECONOMY
REPORT

