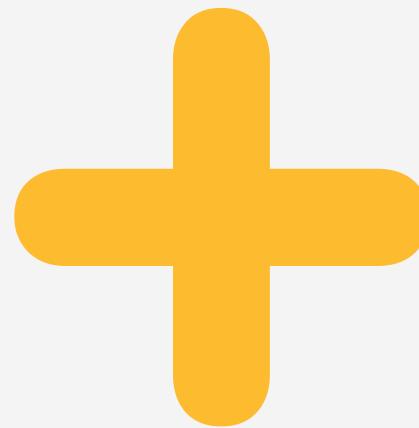




## 2024 LART Contract Mid-Year Report



# **CSSC/LART KEY PERFORMANCE INDICATORS**



Event  
Management  
and Promotion

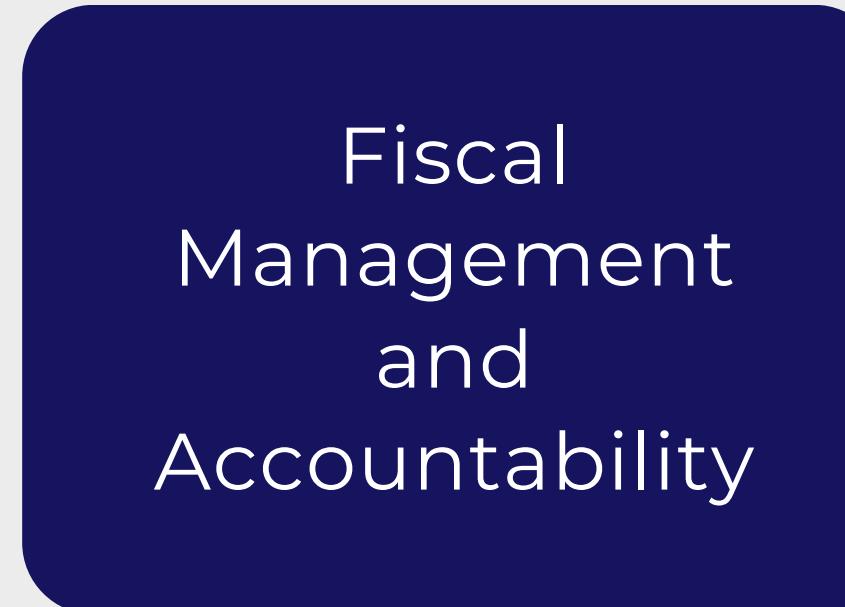
Community  
Development



Special  
Community  
Initiatives

Fiscal  
Management  
and  
Accountability

Ongoing  
Advocacy



# 2024 ENDORSED EVENTS

- **Pikes Peak Cup Gymnastics Championship**
- **National Wheelchair Basketball Friendly Tournament**
- **Colorado Springs Amateur Hockey Association Presidents Day Cup**
- **Groove Fountain Festival Bike Race**
- **Development Players League Springs Showcase**
- **CHSAA State Girl's Tennis Championship**
- **CHSAA State Boy's Baseball Championship**
- **US Figure Skating Access to Excellence Conference**
- **CHSAA State Girls 4A Golf Championship**
- **719 Ride**
- **Mustang Roundup**
- **Pro Football Camp**
- **Broadmoor Open Figure Skating Championship**
- **World Athletics and Asics: Business of Running Events Conference**
- **Purple Mountain Throwdown**
- **Adrenaline Lacrosse Western Shootout**
- **World Wake Association Regional Championship**
- **Colorado Springs Health and Wellness Festival**
- **Triple J Rodeo**
- **Lazy B Ranch Rally - Colorado High School Cycling League**
- **YMCA Run Series**
- **USA Quadball Quadballfest**
- **Colorado College vs. Air Force Academy - City for Champions Cup**
- **CHSAA State Cross Country Championship**
- **CHSAA State Boy's Soccer Championship**
- **iFly National Championship**
- **Skyhawks "Day of Play"**
- **TrueSport - Mental Wellness and the Young Athlete Conference**
- **Colorado Springs Amateur Hockey Association Colorado Cup**
- **USA Wrestling King of the Mountain**



## DEVELOPMENT PLAYERS LEAGUE - SPRING SHOWCASE

- May 3-5 at the USAFA
- 208 U15-U19 girls soccer teams from around the country
- 7,000 players, parents, family, and coaches traveled to Colorado Springs
- Estimated 15,000 room nights generated

0 0 0 0



# The Business of Running Events

July 8 - 10, 2024 • Colorado Springs



Make running *your* business.

•



## THE BUSINESS OF RUNNING EVENTS

- July 8-10, 2024 at Cheyenne Mountain Resort
- ASICS and World Athletics presented the first-of-its-kind combined road and trail running conference
- Attendees were executives from the largest road and trail races in the world
- Speakers included executives from World Athletics, Asics, Formula 1, Netflix, BriainTrust, among many others.

0 0 0 0

0 0 0 0



## ADRENALINE LACROSS WESTERN SHOOTOUT

- July 13-14, 2024 at the USAFA
- Estimated 4,000 athletes and 8,000 spectators for a two day lacrosse recruiting showcase
- Estimated 15,000+ hotel room nights generated
- USA Lacrosse sanctioned and national qualifier event



# 2024 GROWTH

33 events supported in 2023



43 supported in 2024 (so far)

75,967 spectators in 2023



Estimated 100,000+ spectators in 2024

15,100 room nights in 2023



Estimated 40,000+ room nights in 2024

0 0 0 0



## FUTURE PROJECTS IN PROGRESS

- 2025 NCAA Men's and Women's DII Soccer Championships (2026-2027 still pending)
- Multiple NGB National Championships set to be hosted in 2025 and 2026
- Major NGB National Performance Center and Headquarters Move
- World Dodgeball Association Headquarters Move
- ACES Conference Hosting

0 0 0 0



0000

JULY 2025  
**\*STILL IN BID PROCESS**



# 2024 EVENTS



FEB. 24



THE BROADMOOR  
WINTER POLO  
CLASSIC  
Norris Penrose  
Event Center

Complete



MAY 22



SPORTS  
CORP GOLF  
TOURNAMENT  
Cheyenne  
Mountain Resort

Complete



JUNE 7-9



PIKES PEAK APEX  
Pikes Peak  
Region Trails

Complete



JULY 4



STAR SPANGLED  
SYMPHONY &  
FOURTH OF JULY  
FIREWORKS  
Citywide

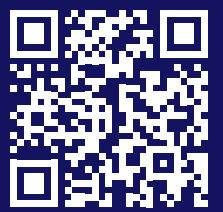
Complete





**JULY 19-21**

**ROCKY  
MOUNTAIN  
STATE GAMES**  
Citywide



**JULY 27**

**Downtown  
SUMMER FEST**  
U.S. Olympic &  
Paralympic Museum



**AUG. 10**



**THE  
BROADMOOR  
CYCLE TO THE  
SUMMIT**  
Pikes Peak -  
America's Mountain



**AUG. 17-18**



**PIKES PEAK  
REGIONAL  
AIRSHOW**  
Colorado Springs  
Airport





AUG. 31-  
SEP. 2



COLORADO  
SPRINGS  
LABOR DAY  
LIFT OFF  
Memorial Park



OCT. 1



GOALden  
Hour

Cheyenne  
Mountain Resort



OCT. 22



COLORADO  
SPRINGS SPORTS  
HALL OF FAME

The Broadmoor  
World Arena





THANK YOU

COLORADO SPRINGS  
**SPORTS CORP**