

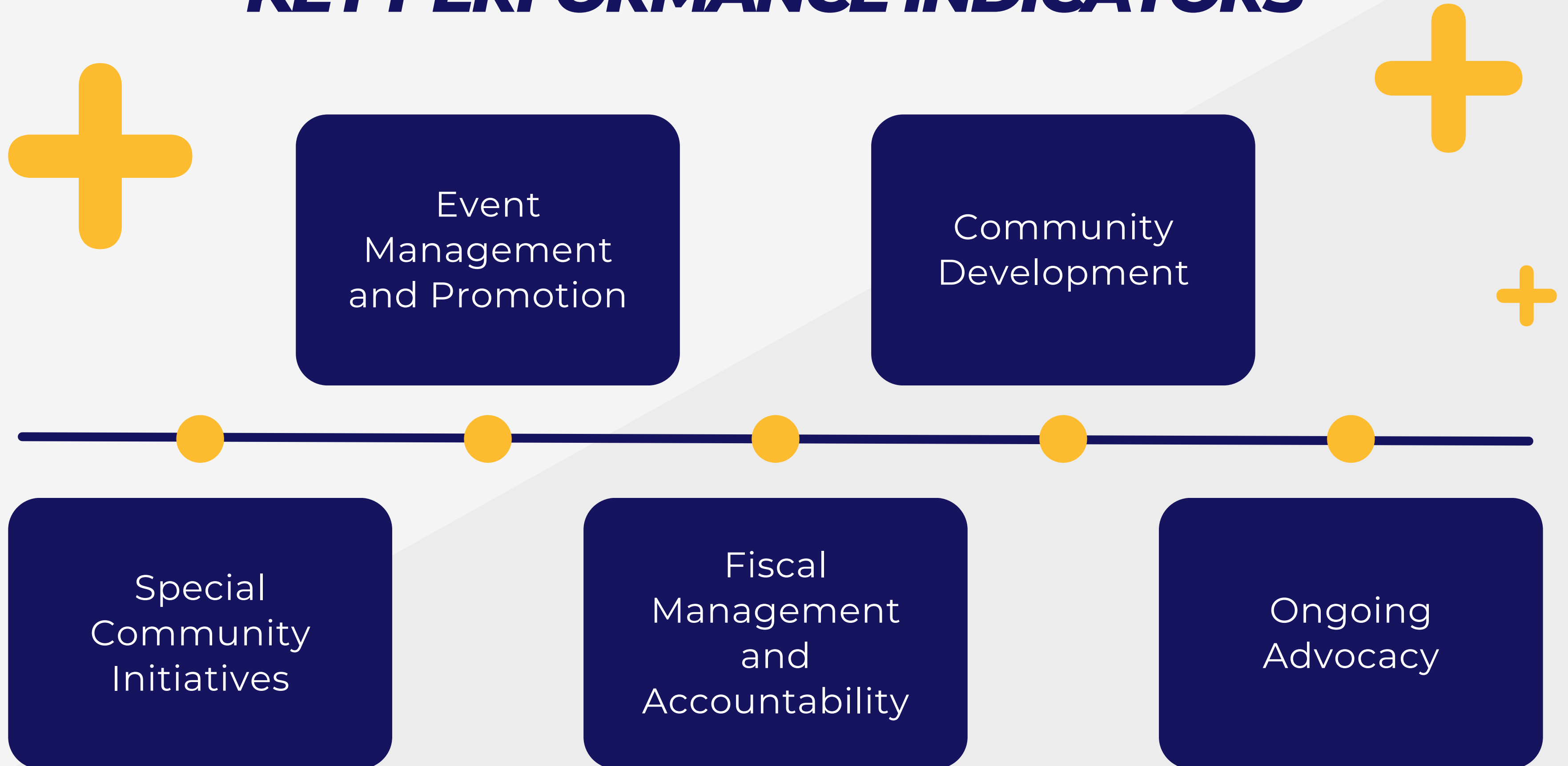


2024 LART Contract Mid-Year Report

COLORADO SPRINGS
OLYMPIC CITY USA

CSSC/LART

KEY PERFORMANCE INDICATORS



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

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



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



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.



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



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





○ ○ ○ ○

JULY 2025

****STILL IN BID PROCESS***

DEPARTMENT OF DEFENSE
WARRIOR
GAMES

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

