



Colorado Springs Olympic City USA

A large, modern sign for the Colorado Springs Olympic City USA. The sign is composed of several rectangular panels in shades of grey and blue. The text "COLORADO SPRINGS" is written in a large, blue, sans-serif font, with a thin red horizontal line underneath. Below that, "OLYMPIC CITY USA" is written in a smaller, blue, sans-serif font. The sign is set against a background of a cloudy sky and some trees. In the foreground, there is a field of tall, dry grass.



Colorado Springs Sports Corp

The logo for Colorado Springs Sports Corp. It features the text "COLORADO SPRINGS" in a smaller, white, sans-serif font above "SPORTS CORP" in a larger, bold, white, sans-serif font. The text is set against a dark blue background with white decorative lines above and below the text.

ABOUT COLORADO SPRINGS SPORTS CORPORATION

Through event promotion and community development activities, Colorado Springs Sports Corporation (CSSC) plays a critical role in bringing civic leaders together with some of the nation's premier sporting organizations to promote tourism and create positive economic impact. Colorado Springs Sports Corporation hosts annual signature and partnership events including The Broadmoor Cycle to the Summit, Colorado Springs Labor Day Lift Off, Colorado Springs Sports Hall of Fame, Pikes Peak APEX, Pikes Peak Regional Airshow, Rocky Mountain State Games, Star-Spangled Symphony & July 4th Fireworks, and various sport centric celebrations. In addition, supporting the U.S. Olympic & Paralympic Committee, National and International Governing Bodies of Sport, and the U.S. Olympic & Paralympic Museum remains a staple component of the overall mission.

OUR MISSION

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



FOR MORE INFORMATION ON CSSC

Visit [ColoradoSpringsSports.org](https://coloradospringsports.org)

Watch Our Sizzle Reel



OLYMPIC & PARALYMPIC MOVEMENT

CSSC was established to assist in the relocation of the U.S. Olympic Committee from New York City to Colorado Springs. Supporting the Olympic City USA brand, the U.S. Olympic & Paralympic Committee, National and International Governing Bodies of Sport, and the U.S. Olympic & Paralympic Museum remains a staple component of the overall mission.



EVENT MANAGEMENT

To celebrate the unique sports legacy and community traditions in the Pikes Peak Region, CSSC hosts annual signature and partnership events including The Rocky Mountain State Games, Colorado Springs Labor Day Lift Off, Colorado Springs Sports Hall of Fame, and many more.



SPORTS COMMISSION

Through event promotion and community development activities, CSSC plays a critical role in bringing civic leaders together with some of the nation's premier sporting organizations to promote tourism and create positive economic impact.



COMMUNITY SPORTS PROGRAMMING

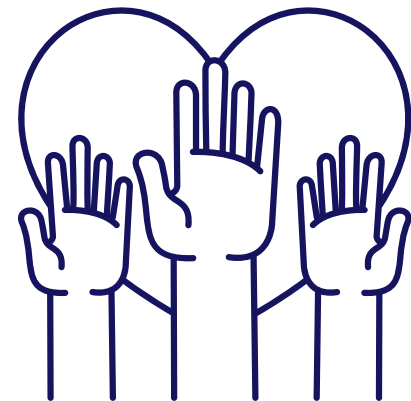
CSSC facilitates and supports local youth sports programming that contributes to the quality of life for citizens of the Pikes Peak region. This includes partnership with the United Way Family Success Center, Youth, Education and Sport (Y.E.S) program and numerous financial scholarships to provide access to youth sports.

× **2023**
 × **COMPANY YEAR-END STATS**



677 VOLUNTEERS

that's more than the number of athletes the US sent to the 2021 Tokyo Olympic Games



72 TOTAL VENUES

the average par for an 18-hole course is typically 72 strokes



52,277 ROOM NIGHTS

that's over 143 years worth of hotel stays

25,035 TOTAL ATHLETES

8,672 YOUTH ATHLETES *that's 2,275 soccer teams*



292,368 SPECTATORS

that's more than the population of Fort Collins & Boulder, CO combined



OVER \$100 MILLION ECONOMIC IMPACT

that's 35,714,285 In-N-Out Cheeseburgers



314 TOTAL PARTNERS & SPONSORS



the total number of years served by Rocky Mountain State Games commissioners & medical staff

\$6,000 TOTAL SCHOLARSHIP MONEY AWARDED

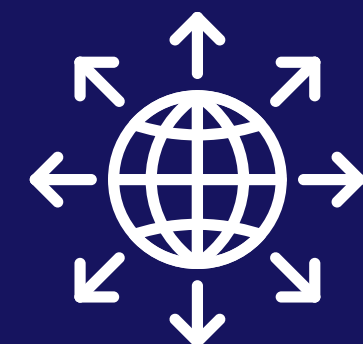


\$10,260,000 TOTAL AD VALUE EQUIVALENT

that's 1,282 Super Bowl tickets

1,010,350,000 TOTAL REACH VIA MEDIA OUTLETS

68.42% growth from 2022



SPORTS COMMISSION

**Promote Olympic City USA through Sports
Tourism Initiatives**

Staffing

CSSC has committed to growing the Sports Tourism landscape in Colorado Springs through the promotion of Davis Tutt as the Director of Sports Tourism & Olympic Engagement.

Sports Authority

The CSSC CEO now serves as the chair of the Colorado Springs Sports Authority, which is the entity that oversees Weidner Field and Robson Arena to ensure OEDIT compliance.

2023 ENDORSED EVENTS

- ISU Four Continents – USA Figure Skating
- CSAHA President's Day Tournament
- The Broadmoor Winter Polo Classic
- CHSAA State Hockey Semifinals
- USA Basketball Youth Clinic - Otero Elementary
- Groove Fountain Festival
- CHSAA Tennis Tournament
- Project Play
- USA Wrestling World Team Trials Challenge
- CHSAA 4A Baseball
- ITF Tennis Tournament
- Mustang Roundup
- USA Weightlifting - National Championship
- PPIHC Live Stream
- Broadmoor Open Figure Skating Competition
- Pro Football Camp
- USA Pickleball - Great Plains Region
- NFR Open Hosted by Pikes Peak or Bust Rodeo
- USGA Girls Junior Golf Championship
- International Jump Rope - World Championships
- U15 Pan American Tournament
- National Viper Event in COS
- Triple J Rodeo - Stampede
- Cerus Fitness Obstacle Race at Weidner Field
- FIBA / USAB 3 x 3
- CC vs. AFA City for Champions Cup
- Sports Corp Volleyball Invite
- Anytime Fitness Annual Conference
- CHSAA State Cross Country Championships
- TrueSport - Mental Wellness and the Young Athlete
- CHSAA Soccer at Weidner
- YMCA Run Series
- 2023 King/Queen of the Mountain

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

MAJOR COMMITTED AND POTENTIAL FUTURE EVENTS

- 2024 Colorado High School Biking League Race at Fountain Valley School
- 2025 USA Weightlifting Masters Nationals
- 2025 International Racquetball World Junior Championship
- 2026 NCAA DII Men's and Women's Soccer National Championships
- 2026 NCAA Ice Breaker Tournament
- 2026 USA Weightlifting Nationals Week
- 2027 World Military Games
- 2027 Pan American Wrestling Championship
- 2028 State Games of America

MAJOR FUTURE PROJECTS IN PROGRESS

- Major NGB National Performance Center and Headquarters Move
- World Dodgeball Association Headquarters Move
- ACES Conference Hosting

CSSC/LART

KEY PERFORMANCE INDICATORS



Event
Management
and Promotion

Community
Development



Special
Community
Initiatives

Fiscal
Management
and
Accountability

Ongoing
Advocacy



LART REPORT HIGHLIGHTS



Through LART funds, CSSC...

...supported 33 events...

...which brought 75,967 spectators,
and...

...11,500 athletes, and...

...over 15,100 room nights to Colorado
Springs

2024 EVENTS



FEB. 24



**THE BROADMOOR
WINTER POLO
CLASSIC**
Norris Penrose
Event Center



MAY 22



**SPORTS
CORP GOLF
TOURNAMENT**
Cheyenne
Mountain Resort



JUNE 7-9



PIKES PEAK APEX
Pikes Peak
Region Trails



JULY 4



**STAR SPANGLED
SYMPHONY &
FOURTH OF JULY
FIREWORKS**
Citywide





JULY 19-21

ROCKY MOUNTAIN STATE GAMES
Citywide



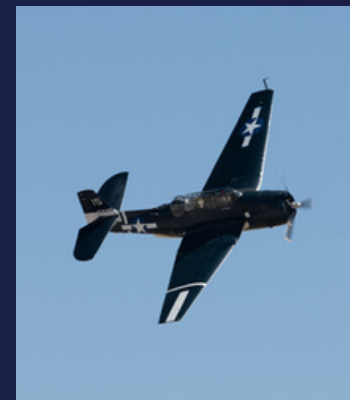
JULY 27

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**

