




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

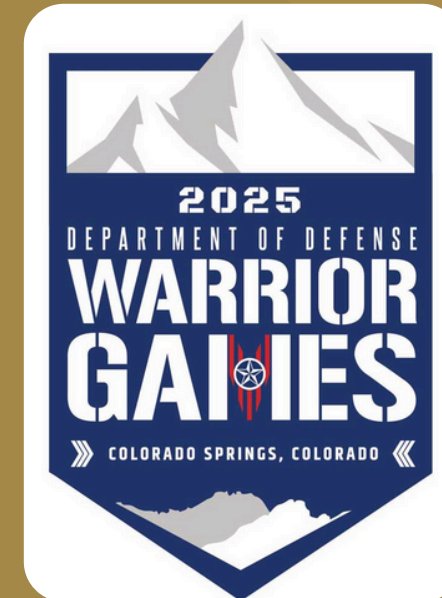
Ongoing
Advocacy

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***



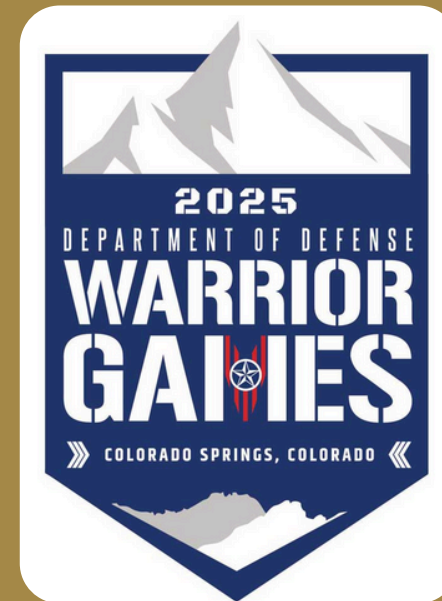
***USA Wrestling King and
Queen of the Mountain
December 5-6***

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[®]
BY NORTHSTAR





CIMARRON

GLOBAL SOLUTIONS



Creating Community Through Sport

Check Out Our Latest Article

Published in the fourth issue of Creating Community Through Sport Publication

Download Your Copy




COLORADO SPRINGS SPORTS CORP

CimarronGlobal.com/Publications

COMMUNITY SPOTLIGHT

COLORADO SPRINGS: THE JOURNEY TO BECOMING OLYMPIC CITY USA

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



Davis Tutt works for the Colorado Springs Sports Corporation (CSSC) as the director of sports tourism and Olympic engagement, where he leads the sports commission's national and international sports events programs. Tutt previously served as the director of operations at the CSSC, overseeing the Colorado Springs Labor Day Lift Off, The Broadmoor Winter Polo Classic, and the Colorado Springs Summer Fest/Winter Fest (Olympic and Paralympic Celebrations). Tutt serves as a member of the Colorado College Athletic Board, the Fountain Valley School Board of Trustees, the Peak Education Board of Directors Treasurer, the Colorado Springs Fine Arts Center at Colorado College Museum Subcommittee, the Colorado Springs Pioneers Museum Foundation, and as Board President of the Colorado Springs Youth Sports/Et Poma Youth Sports Park.

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), 26 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 Beginning: A Historic Decision in 1979

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



Team USA's Olympic Sports Home

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
- USA 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



Behind the Brand: Olympic City USA

In 2013, Colorado Springs set out to revolutionize its sports tourism sector through the City for Champions projects – which got off the ground through \$120.5 million in funding via the Colorado Tourism Act. Since then, Colorado Springs has cemented itself as Olympic City USA (OCUSA).

Through the city's marketing campaigns and efforts, 63% of Colorado Springs residents express great pride in the Olympic City USA (OCUSA) brand.

The concentration of sport organizations in Colorado Springs is the result of deliberate efforts by city and community leaders who recognize the importance and significance of being home to the employees and athletes of NGBs and the USOPC.

The city's brand "Olympic City USA" was inspired by its rich history in sports and wellness. It represents the destination's culture of achievement, national pride, and dedication alongside awe-inspiring beauty and unparalleled natural training grounds.

Over 10,000 athletes annually live or train in Colorado Springs at the Olympic and Paralympic Training Center, which makes Colorado Springs a natural live / work / play destination.

Resident Sentiment in Olympic City USA

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:

44%	of voters consider tourism policy important to their vote
79%	of respondents believe increased tourism enhances economic opportunities, citing improved city revenue and business growth
33%	state tourism enhances quality of life
60%	stated the positives outweigh the negatives
82%	agree that tourism has a positive impact on local businesses
52%	cite tourism creates more leisure choices, revenue for city/ small businesses and increased economic opportunity
45%	said they have access to more quality restaurants, events and other recreational opportunities because of tourism in CO's
80%	agree the industry should educate visitors on how to be responsible and respectful travelers
88%	are aware of efforts to promote CO's as Olympic City USA
63%	expressed pride in this branding
65%	support a "tourist tax" for visitors

Image: Colorado Springs Sports Corporation

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

The Future of Olympic City USA

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.



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)



COLORADO SPRINGS
SPORTS CORP