

Youth and Amateur Sports Competition Task Force



Presentation to Board of Commissioners of
Montgomery County
December 18, 2007



Background



- Fact finding meeting held with a focus group of 16 people on June 26, 2007
 - Reviewed strengths and weaknesses with regards to being a desirable site for youth and amateur competitive sporting events
- July 17, 2007 the BCC established the Youth and Amateur Sports Competition Task Force and named Tony Lupia as the Chairman of the Task Force



Purpose of the Task Force

Provide recommendations that would increase the number of visitors attracted by youth and amateur competitive sports events by at least 20% by the year 2010.

- Assess current strengths and weaknesses to attract events
- Analyze top 3 successful current events
- Review inventory of existing facilities
- Identify other groups and events we may be suited to host
- Develop marketing collaborative to promote our region
- Research effectiveness of Sports Committees or Authorities in areas similar to the Dayton region



Formation of the Task Force

- In response to the announcement of the need for a task force, 58 people in the County volunteered to serve. Thirteen were appointed to the Task Force:
 - Tony Lupia – Sports Management Consultants
 - Randy Beane – Dayton PAL
 - Kym Brush – Sports Management Consultants (Basketball)
 - Carol Cleavenger – Montgomery County Community & Economic Development



- Ron Eifert & Jacquie Powell – Dayton/Montgomery County Convention & Visitors Bureau
- Rhonda Finley – City of Trotwood Economic Development
- Marianne Graham – Hockey
- Larry Jackson – Tennis
- Carol Maas – Soccer
- Pat McGaha – Hotels, Director of Regional Sales
- Ron Nankervis – Winter Guard International
- David Ricks – Mont. Co. Public Works / Power Lifting



Operating Procedure



- First meeting August 2, 2007
- Task Force meets monthly
- Divided into 7 sub-committees
 - Asked to categorize their recommendations into three timeframes
 - Immediate
 - Short Term
 - Long Term
- Focus on Montgomery County as a whole
- Key factor is business development and economic impact



Sub-Committees

- Facilities
- Marketing Collaborative
- Possible New Events
- Sports Authority Commission
- Strength & Weaknesses
- Top Current Events
- Final Report



Statistical Data

- Task Force members have almost **three hundred years of experience** in their respective areas
- Total Man hours – approximately 400
- Formal Task Force Meetings – 6
- Official Sub-Committee Meetings - 17



Findings of Discovery



- Youth and amateur competitive sporting events do have a very substantial economic impact on hosting communities and can be a major cause of business development
- Montgomery County is currently a very marketable site for the hosting of various size, especially mid-range, youth and amateur competitive sports events. However, it is extremely limited as a viable alternative for specific large sports events.



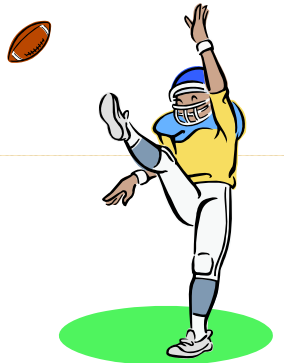
- Almost all of the indoor sports facilities within the County are school venues and as such have restrictions which make them totally unavailable during the academic year and fairly inaccessible during the summer months.



- A number of counties of similar size and within our geographical region of the country are putting an emphasis on attracting youth and amateur competitive sporting events, thus surpassing Montgomery County.



- Because of bigger and better private facilities a few of our neighboring counties are attracting youth and amateur competitive sports events that Montgomery County is not able to secure.
- Due to a lack of understanding of the economic impact of youth and amateur competitive sports events, by many Montgomery County businesses, there is little cooperation and thus no community-wide effort to recruit and support such events. Because of a lack of staff and funding the CVB is not able to allot the necessary time and effort to solve this apathy problem.

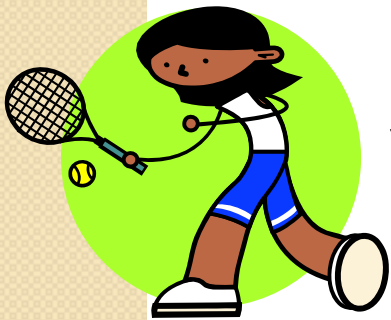


- With a reasonable degree of commitment, Montgomery County could become equal to or greater than similar size counties in our region, with regards to attracting youth and amateur competitive sports events that would have a high economic impact.



Key Recommendations

- Sports Authority
 - Enhanced services normally provided by a Sports Authority Commission (SAC) could be provided by an enhancement under the Dayton / Montgomery County Convention & Visitors Bureau (CVB)
 - Additional funds from outside sources should be devoted solely for the recruitment and maintenance of youth and amateur sports competitions
 - Those funds should should be administered by the CVB





- Fundraising

- Develop criteria for a funding mechanism
- Establish guidelines on how the funds will be awarded and who within the CVB will administer them under a “grant” program
- Contract with a local fundraising organization to solicit the needed funds for recruitment and retention of Youth and Amateur Sporting Events in Montgomery County



- **Event Services**

- To remain competitive with other counties/communities/regions enhance:

- Support
- Sponsorships
- Venues
- Marketing
- Event Planning



- Contract/Hire a Youth and Amateur Sports Event Services Coordinator



- Marketing
 - Website
 - Media Relations
 - Familiarization Tours/Sports Showcase
 - County-wide Corporate Assistance
- Facilities
 - Establish subgroup of the Task Force
 - Encourage enhancement of existing venues
 - Develop plan for a new multi-use sports facility



Conclusion

- If the majority of the “KEY” recommendations in this report are accomplished, the county can easily increase by at least 20% the number of visitors attracted by youth and amateur competitive sporting events by the year 2010
- Reconvene the Task Force for an additional 9 months or establish a new one operating February – December 2008
 - Implement those recommendations designated as having immediate and short term impact
 - Investigate feasibility of implementing the long term recommendations including all of the tasks identified in regards to Facilities

