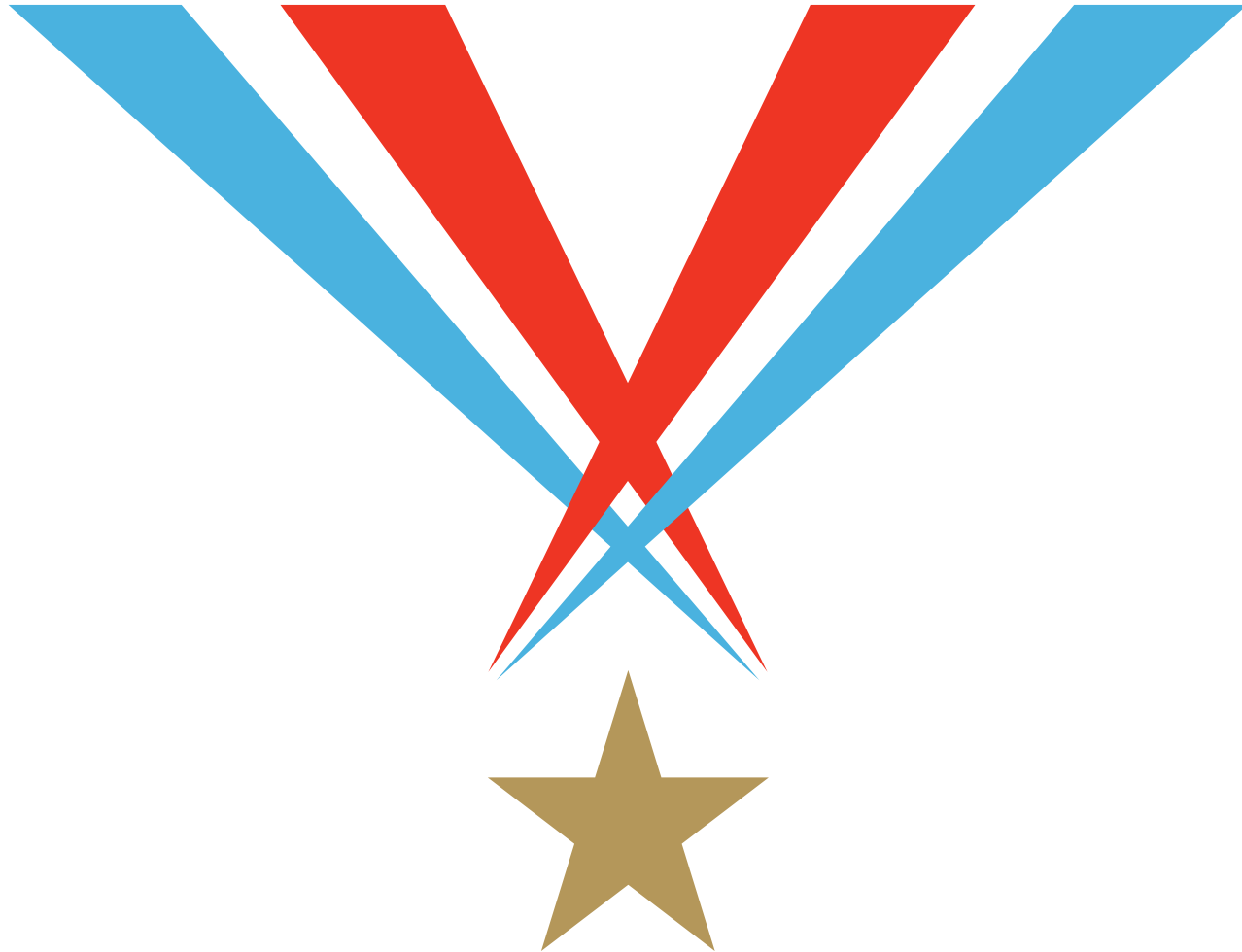




ANNUAL REPORT

2016





RALLY

COMPETE

WIN

TRANSFORM



NEW

VISION

To transform Columbus into one of the world's best sports destinations.

NEW

MISSION

OUR MESSAGE

Columbus is a bona fide year-round sports destination.

We have no offseason and like it that way. Each year provides more opportunity to show a larger audience all we have to offer in world-class sports venues, welcoming hospitality, first-class accommodations and passionate fans.

“Columbus has no offseason” has a double meaning for us. We simultaneously work on bids for future events while at the same time actively hosting those we have helped bring to our city. We take on that double task with great enthusiasm, and with dedicated support and teamwork from our partners.

The results of the last 12 months have been a remarkable example of that year-round teamwork. The second half of 2015 was marked by the success of the USA Volleyball Boys' Junior National Championships and the announcement that we landed it again for 2017. We hosted for a second time the NAGAAA Gay Softball World Series at Berliner Park, worked with the Columbus Crew SC to host the MLS Cup and held the OHSA State Football Finals for the second consecutive year at Ohio Stadium.

We started 2016 hosting the NCAA Division III Women's Basketball Semifinals, the NCAA Lacrosse Quarterfinals and the USA Track & Field Half Marathon National Championships.

Since our founding in 2002, we have held true to our vision of transforming Columbus into one of the world's best sports destinations. Your interest and participation have made this all possible.

On behalf of our staff, board and partners, thank you for making our shared vision a reality.

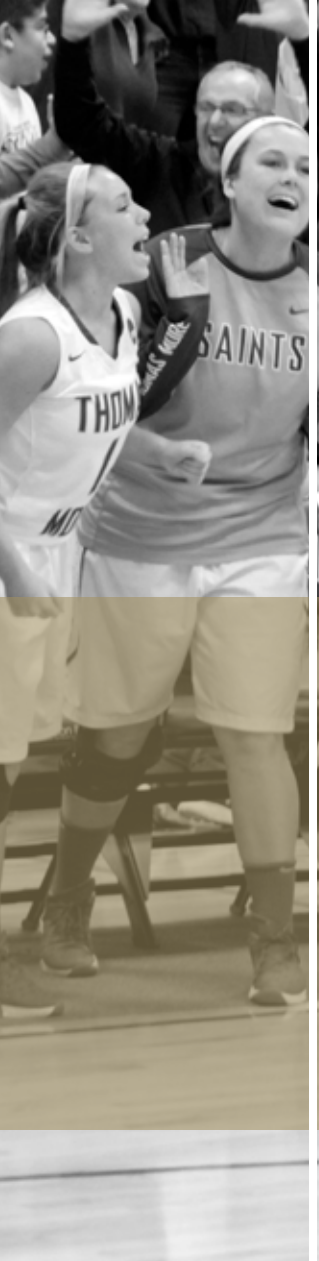


Linda Shetina Logan, CSEE, CTA
Executive Director

To rally Columbus to compete and win sporting events, providing a singular athlete and fan experience and positively impacting our image, economy and lifestyle.



Katie Smith, Linda Logan and Kerri Walsh Jennings at The Women's Sport Report



More than 800 sports fans gathered to attend the 2015 Morning Sports Report. Urban Meyer of Ohio State, Nick Foligno of the Blue Jackets and Wil Trapp of the Crew SC joined other Columbus celebrities on stage along with a special appearance by Mayor Michael Coleman.

The Columbus sports scene has no offseason and our sports calendar can certainly attest to that statement. Regardless of the time of year, we find ourselves hosting multiple events while simultaneously bidding on future events and actively preparing for those coming up on our schedule.

As we reflect back on the year, we're proud to say that Experience Columbus and the Greater Columbus Sports Commission both had our best years ever.

We've seen growth not only in the number of high profile events brought to Columbus, but also in our collaborations with local sports organizations. The OhioHealth Capital City Half Marathon and USA Track & Field Half Marathon Championships are prime examples of that teamwork. And when the Minor League Baseball Promotional Seminar was hosted in Columbus, we were honored to work alongside the Clippers to make that event a success.



Brian Ellis, Mayor Michael Coleman and Linda Logan

OUR SPORTS SCENE

The NCAA Division III Women's Basketball Semifinals at Capital University this past March kicked off three consecutive years of championship women's basketball in Columbus. The Division II Elite Eight will be hosted at Ohio Dominican University in 2017 followed by the NCAA Women's Final Four in 2018 at Nationwide Arena. This series of women's basketball championships is monumental for the city as we continue to shine a light on the impact and importance of women and girls sports.

Speaking of women's sports, for the past year we've been preparing to host the NCAA Division I Women's Volleyball Championship December 15 and 17, which will bring an estimated \$10 million in visitor spending to the city. That also includes over 2,000 coaches from around the U.S. who will come to Columbus for the American Volleyball Coaches Association's (AVCA) annual convention.

Additionally, we're focusing on a number of events including the U.S. Senior Open Championship and the World Cup of Hockey Training Camp for Team USA while simultaneously crafting the strongest bids possible for over 40 future NCAA National Championships across a variety of sports and divisions for the years 2019-2022.

We can say with confidence that the future of our sports community is bright and that our local sports scene will continue to prove why **Columbus Has No Offseason.**



The Women's Sports Report continued the tradition of celebrating women and girls by honoring Central Ohio's state and national champions, discussing the business of volleyball and hearing from three-time Olympic Gold Medalist Kerri Walsh Jennings.



Michelle Mimna, Kerri Walsh Jennings and Kayla Anderson

OUR IMPACT

Since 2002, the Sports Commission has **booked 386 new sporting events** for the Columbus Region, generating an estimated **\$402 million in visitor spending***. Those millions of dollars are invested in our city, improving the quality of life for our community and generating economic growth. Here are the top five industry sectors that benefit from the estimated \$402 million in visitor spending:

RETAIL \$92.5M 23%

FOOD & BEVERAGE \$64.3M 16%

TRANSPORTATION \$56.3M 14%

ENTERTAINMENT \$48.2M 12%

LODGING \$32.1M 8%



TARGETED FUTURE EVENTS

- Minor League Baseball Triple-A All-Star Game (2018)
- Minor League Baseball Triple-A National Championship Game (2018)
- USA Volleyball Adult Open Championships and Annual Meeting (2019)
- USA Fencing Summer National Championships (2019)
- NCAA National Championships (2019-2022)
- USA Volleyball Boys' Junior National Championships (2020)
- CrossFit Games (2020-2022)



**Based on research formulas provided by Tourism Economics*

USA Volleyball Boys' Junior National Championships brought \$12 million in visitor spending to our city over an eight-day period and generated 20,000 hotel room nights. This event is on schedule to return in 2017.

\$12M



\$2.5M

Junior Volleyball Association (JVA) SummerFest brought \$2.5 million in visitor spending to Columbus and is bringing the event back in 2017 and 2018.

The NAGAAA Gay Softball World Series returned for a second time and brought more than \$5 million in visitor spending while raising \$30,000 in charitable contributions for our city.

\$5M



19

Columbus hosts 19 high school state championships, more than any other city in the nation. The Ohio High School Athletic Association (OHSAA) events combined fill an estimated 40,000 hotel room nights.

We collaborated with the OhioHealth Capital City Half Marathon to win and host the USA Track & Field Half Marathon Championships that not only elevated the Olympic spirit in our community but brought over \$4 million in visitor spending.

\$4M



7

We hosted seven NCAA events in the last year including the Men's Gymnastics Championship, Division III Women's Basketball Semifinals and Division I Men's Lacrosse Quarterfinals.

OUR PARTNERS



The Greater Columbus Sports Commission could not fulfill its mission of bringing sporting events to the Columbus Region without the support of its Board of Commissioners and corporate partners. In the past year, new partners include: **Cameron Mitchell Premier Events, Collins & Slagle Co. LPA, EAS Sports Nutrition, Event Marketing Strategies, Fastpitch Showdowns, Fifth Third Bank, Marketing Activations Group, Mills James Productions, Plante Moran, R+L Carriers, Travel Partners/Buckeye Cruise for Cancer.**

For information on becoming a Greater Columbus Sports Commission partner, contact:

BRIAN TIMM, CTA
Director, Corporate Partnerships
btimm@columbusports.org
614-221-6180
Twitter: @briancbusports

BOARD OF COMMISSIONERS

EXECUTIVE COMMITTEE

Brian Ellis, Chair, CTA | Nationwide Realty Investors
Joe Hamrock | NiSource
Don Kosec | Time Warner Cable
Michael Louge | OhioHealth
Andy Loughnane | Columbus Crew SC
Butch Moore | The Dispatch Broadcast Group
Michael Priest | JMAC/Columbus Blue Jackets
Rhett Ricart | Franklin County Convention Facilities Authority
Brian Ross, CTA | Experience Columbus
Ken Schnacke, CTA | Columbus Clippers
Mark Shaw, CTA | AAA Ohio
Julie Sloat | American Electric Power
Gene Smith | The Ohio State University
Dan Sullivan | HNS Sports Group, Inc.

BOARD MEMBERS

Mike Agee | Bob Evans Farms
Andrew Alexander | Red Roof Inns
David Babner, CTA | The OhioHealth Capital City Half Marathon
Patty Barton | Huntington Bank
Darris Blackford, CTA | Nationwide Children's Hospital
Columbus Marathon & 1/2 Marathon
Jon Bowsher, CTA | TIBA Parking Systems
Charles Burris | Papa John's
Lisa Cisco | Travel Partners/Buckeye Cruise for Cancer
Steve Elshoff | Mills James Productions
Brian Ferrier | Giant Eagle
John Fleming | Superior Beverage Group
Randy Flesch | Marathon Petroleum
Gordon Gough | The Ohio Council of Retail Merchants



11

NEW

PARTNERS



57

RENEWED

PARTNERS



68

TOTAL

PARTNERS



Contributions from our partners range from \$2,500 to \$300,000 making it possible for us to fulfill our mission. Since our inception, we've generated an estimated \$402 million in visitor spending through sporting events hosted in our city!

BOARD MEMBERS *continued*

- Steve Gresh | LAZ Parking
- Mike Gross, CTA | G&J Pepsi
- Michelle Wong Halabi | Kegler Brown Hill + Ritter
- Brian Hall, CTA | Porter Wright Morris Arthur
- Frances Henry | Fifth Third Bank
- Melissa Johnson | Cameron Mitchell Premier Events
- Jim Lorimer, CTA | Arnold Sports Festival
- Gary Marcinick | Budros Ruhlin & Roe, Inc.
- Craig Marshall | Ernst & Young
- Francois McGillicuddy | FOX Sports Ohio
- Ron Pizzuti | The Pizzuti Companies
- Mike Reynolds, CTA | OhPark Airport Parking
- Todd Sharrock | Columbus Blue Jackets
- Laura Spears | SPARC Ohio
- Scott Stienecker | PromoWest Productions

EX-OFFICIO MEMBERS

- Archie Griffin | The Ohio State University
- Stephanie Hightower | Columbus Urban League
- Clark Kellogg, CTA | CBS Sports
- Dr. Dan Ross | Ohio High School Athletic Association
- Jody Shelley, CTA | Columbus Blue Jackets
- Katie Smith | WNBA New York Liberty
- Kenneth Wilson, CTA | Franklin County Board of Commissioners





CHAMPIONSHIP PARTNERS



CORPORATE PARTNERS

Arnold Sports Festival
Artina Promotional Products
Aurora Exhibit Solutions
Bob Evans Farms
Budros Ruhlin Roe
Cameron Mitchell Premier Events
Cleveland Indians
Coach Quarters
Collins & Slagle Co., LPA
Columbus Zoo & Aquarium
Continental Office Environments
Donatos
EAS Sports Nutrition
Ernst & Young
Event Marketing Strategies

Fahlgren Mortine
Fastpitch Showdowns
Fifth Third Bank
FOX Sports Ohio
G&J Pepsi
Giant Eagle
Hollywood Casino
Huntington Bank
Jeni's Splendid Ice Creams
Kegler Brown Hill + Ritter
L Brands Foundation
LAZ Parking
Live Technologies
M3S Sports
Marathon Petroleum

Marketing Activations Group
Mid-Ohio Sports Car Course
Mills James Productions
MT Business Technologies
Nationwide Children's Hospital
Columbus Marathon &
1/2 Marathon
OhioHealth Chiller Ice Rinks
Ohio Dominican University
Ohio Machine
OhPark Airport Parking
Panera Bread
Papa John's
Plante Moran
Porter Wright Morris Arthur

PromoWest Productions
Red Roof Inns
R+L Carriers
Roosters
Sports Pavilion & Auto
Research Complex (SPARC)
Superior Beverage Group
The Ohio Council of Retail
Merchants
TIBA Parking Systems
Travel Partners/Buckeye
Cruise for Cancer
The Pizzuti Companies
WBNS 97.1 The Fan

OUR TEAM

The Greater Columbus Sports Commission is a 501(c)(6) non-profit organization affiliated with Experience Columbus and the Greater Columbus Sports Foundation, a 501(c)(3) non-profit corporation, eligible to receive tax-deductible contributions. The Sports Commission is supported financially by public, corporate and community partners.

The addition of six new staff positions over the past three years has grown the Sports Commission's size, totaling 13 staff members who are governed by a vested Board of Commissioners.

Linda Shetina Logan, CSEE, CTA | Executive Director
Brenda Carter, CTA | Executive Assistant

BUSINESS DEVELOPMENT

Jeremy Leifel, CTA | Director, Business Development
Lauren McNerney, CTA | Business Development Manager
Michelle Mercer, CTA | Business Development Assistant

CORPORATE PARTNERSHIP

Brian Timm, CSEE, CTA | Director, Corporate Partnerships

EVENTS

Eric Archibald, CTA | Director, Events
Ariana Tyler, CTA | Events Coordinator

MARKETING and COMMUNICATIONS

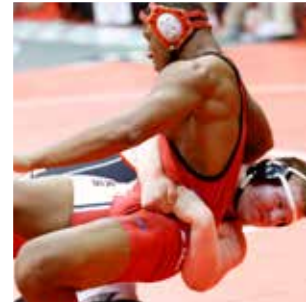
Bruce Wimbish, CTA | Director, Marketing & Communications
Jenn Cartmille, CTA | Marketing Manager
Ashlee Hayes, CTA | Website & Graphic Design Manager
Laura Brown, CTA | Marketing & Events Assistant

OFFICE MANAGEMENT

Taylor Franklin, CTA | Receptionist & Office Manager



Columbus Has
No Offseason



RALLY ★ COMPETE ★ WIN ★ TRANSFORM

#sportsinbus





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Columbus, OH 43215
614-221-6060

Page 2: Skyline, photo by Randall L. Schleber | Page 4: NCAA Division I Men's Lacrosse Quarterfinals, photo from Ohio State Athletics | Page 6 NCAA Division III Women's Basketball Semifinals, photo from Capital Athletics | Page 7: USA Track & Field Half Marathon Championships, photo from M3S Sports | Page 8 National Collegiate Men's Gymnastics Championship, photo by Walt Middleton | Page 9: USA Volleyball Boys' Junior National Championships, photo by Seth Kerechanin | NAGAAA Gay Softball World Series, photo from Nissan and NAGAAA Local Organizing Committee | USA Track & Field Half Marathon Championships, photo from M3S Sports | 2016 JVA SummerFest, photo from JVA | OHSAA Football, Impact Action Sports Photography | NCAA Division III Women's Basketball Semifinals, photo from Capital Athletics | Page 11: MLS Cup, photo from Columbus Crew SC | Baseball, photo from Columbus Clippers | Page 15: Lacrosse, photo from Ohio Machine | Rugby, photo from Ohio Aviators | Hockey, photo from Columbus Blue Jackets | OHSAA Field Hockey, Girls Golf, Track & Field, Baseball, Bowling, Wrestling and Cross Country, photos by Impact Action Sports Photography | 2015 Cleveland Cavaliers Pre-Season Game, photo from Schottenstein Center | Cleveland Browns' Orange & Brown Scrimmage, photo from Ohio State Athletics | USA vs. Guatemala, photo from U.S. Soccer | 2016 Reebok CrossFit Games Regional Competition, photo from CrossFit Games